

Fraser Valley

Milk Break

1981

Nonstop Computer System Scheduled to Arrive

When the Tandem-Applied Data Systems (ADS) computer system arrives this month at Tandem offices in Burnaby, a conversion team from FVMPA's data processing department will work with the computer for several months before the system is installed at the Burnaby plant in the late spring.

The selection of the Tandem-ADS system signifies the Association's new approach to computer systems. While the system's hardware — the physical components of the computer — are being supplied by Tandem, for the first time the Association has purchased rather than produced much of the software — the programs the computer uses — to speed up the conversion process. Programs for the general ledger, accounts receivable and payable, payroll and inventory are being provided by ADS, marketers of accounting systems.

The Tandem-ADS system also signals the eventual departure from our present computer system. The GEAC model would not be large enough to accommodate the full range of FVMPA activities in the near future. FVMPA had to either upgrade to the next generation of GEAC or select another supplier to meet its need for additional equipment.

Each system considered was given the same benchmark test to run. The Tandem system was chosen for two key reasons: its performance was near the top of the list, and it offered what its name suggests — two systems running in tandem, either one of which will continue to work if any component of the other goes down.



A Tandem Nonstop System.

"Tandem's nonstop feature is the way of the future in computers," predicts Data Processing Manager **Howie Stevenson**. "Other suppliers will have it later, but we saw the need to purchase it now; it's very important in an on-line system such as ours. The new system should have fewer failures and outages."

As well as the dual system feature, the Tandem system is adaptable to data communications. On-line computer terminals that will eventually move into FVMPA branches, warehouses and loading docks will

require some connections to the host computer at the Burnaby plant via telephone lines. While the present system would have been able to handle data communications, the Tandem system will offer a full range of data protocols — coding methods and systems — to allow contact eventually between all areas of the Association and the computer.

The Tandem system was also attractive because of the large number of available commercial programs it can run on; the majority of the programs can therefore be purchased. During the months that the system will be at the Tandem office in Burnaby, the conversion team will only have to make minor changes to the ADS programs. Some programs and applications, such as sales accounting and patrons, will however be developed by the team.

As the programs are installed and refined, users of the programs will be involved in testing and advising the conversion team. Employees from the General Accounting department, for example, will be able to participate in ensuring that the system meets particular needs. During the transition period as well, the computer room in Burnaby will be made ready for the Tandem-ADS system; installation is scheduled for May or June.

This month's **Workplace** feature on page 8 takes a further look at computers and office automation by tracing the development of computers here and discussing how computer systems have continued to change the way we work.

Cream Cheese Supplements Armstrong Line



Cream cheese has joined the Armstrong Cheese family of products, reports **Dick Huggett**, Product Manager, Manufactured Products. Armstrong cheese will be sold to the consumer in the 250 gram size and to

institutions and food service distributors in cases of six 1½ kg. loaves and also in 20 kg. blocks.

Outlines Huggett, "We recognize that we cannot be truly competitive in the cheese market with cheddar alone. There are different kinds of cheddar we will consider in the future — club, wine cured and smoked, for examples — but the introduction of cream cheese now announces our entry in the variety cheese market."

The production of cream cheese of the Armstrong brand type is limited to only a few manufacturers in North America, owing to the very large

equipment costs. Our supplier, Malcolm Condensing Company of St. George, Ontario, has the only equipment of its type in Canada. Notes Huggett, "An interesting fact about the production of cream cheese is that it is poured into the packages hot and then cooled."

Armstrong cream cheese will be sold initially in B.C. alone, priced competitively against the other cream cheeses on the market, one of which is imported from the United States on quota. Once a sales pattern can be established, distribution through Alberta will be initiated.

New Butter Product

Whipped butter is now being processed and packaged by a powder butter firm in Ontario and sold in B.C. under the FVMPA label. The product extends the Fraser Valley line of butters, which includes regular and unsalted butter.

"We've followed the product for years in the United States market," explains Marketing Services Manager **Don Winton**. "It's not a major volume item, but it does offer the customer another choice. The main product benefit of whipped butter — regular butter with air whipped into it — is that it spreads easily."

Canada Packers' move to launch its whipped butter nationally this winter could have created some loss in the volume for Fraser Valley butter had the Association not offered a comparable product. Advertising for Fraser Valley whipped butter will be through point-of-sale material. Adds Winton, "We're relying on our extensive distribution system to spawn interest in this new product."



Plant Receives Award

The Burnaby Beautification Committee likes the way the Burnaby plant looks.

A letter from the Burnaby Parks and Recreation Department, responsible for the Committee, states, "In view of the outstanding manner in which your premises have been landscaped and maintained, the Burnaby Beautification Committee has selected you to receive a Certificate of Merit for your worthy contribution toward the beautification of Burnaby."

Pictured above are General Manager **Neil Gray** (l), **John**

Philippo, President of Holland Landscapers, and Engineering Services Manager **Don McQueen**.

Holland Landscapers provided the original landscape design for the plant and has offered a complete maintenance package since. They supply all the equipment and staff required to maintain the lawns, repair blacktop, curbing and traffic barriers, start up, shut down and repair the sprinkler system, and keep care of all the indoor plants and planters. They also (shudder) do snow removal.

A Man for All Seasons



by Jim Allison

He is truly a dinosaur, a survivor, despite and because of our modern-day technology, from a long-gone era. He is a versatile mixture of salesman, P.R. man, rep, accountant and professional driver. Most certainly he reflects the high standard Dairyland expects and sets in its personnel and quality products. Recognised for his cheery smile and hearty, "Good Morning," (regardless of the weather) today's milkman can be aptly called, 'A Man For All Seasons.'

Probably only a small minority of these personable creatures will at first admit it, but most route salesmen like and enjoy their work; this reality is borne out by the relatively small turnover for these lucrative positions with Dairyland. Undoubtedly, the remuneration and four-day work week play a large part in this fact.

Long before the days of the now obsolete glass milk bottle, the milkman has always been associated with a certain amount of comical notoriety, and even today is often characterized as a somewhat ludicrous figure. This misnomer could not be further from the truth — carpenters, plumbers, a gourmet chef, travel agent, successful selfmade businessmen, ex-RCMP, stockbroker and even **Eddie Ydenberg** presently grace the ranks of Dairyland's route salesmen!

The typical day delivering dairy products to a Lower Mainland's fickle and diverse general public can be so untypical, that the pattern of a normal boring day, fortunately, rarely materializes. In fact, it is probably the variable day-to-day ingredients which make the work so palatable.

His day is fraught with all manner of situations. For the most part it becomes a guessing game trying to predict a customer's needs. Sometimes he wins, but more often he loses; this brings about the 'double trip' — a term he uses when he has to retrace his steps back to his vehicle and return again to the doorstep with some extra product ordered on the order form. During the course of a nine-hour working day a milkman might walk anywhere from five to eight miles. Over a period of a year this works out to a marathon of between 1000 and 1500 miles. His shoe allowance is \$5.00 per annum!

O RX L3X R2X LX 4R. Only a retail driver could decipher the preceding code. Symbols similar to these are found on every page of his route book and guide him from doorstep to doorstep. Faulty codes can lead a driver who is unfamiliar to the route (Holiday Reliefmen and **Harry Dexter**) on a merry dance. Telephone calls exclaiming, "Help, where am I?" are not an unknown phenomenon!

One of the most pleasing and gratifying aspects of his job is his

natural affinity with the children, particularly those of pre-school age. Like an everyday Santa Claus he is hailed at the door or from a window by tots attracted by his magnetic mystique. Unfortunately, the same cannot be said of the dogs on his route. True, some are friendly, but most times his presence on a street is greeted by hostile, barking canine. Confrontations with angry paranoid mutts is a daily occupational hazard for the milkman, who must learn to suffer untold physical (and mental) agony. Many theories have been tendered as to the lack of 'entente cordiale' between the dog and milkman, but until Dr. Dolittle does his thing, the conjecture will remain!

A constant source of amusing bewilderment (apart from **Bill Morton**) is the notes he receives from his customers. **Guy Martel**, a retail driver and long-time employee of Dairyland, has amassed a scrap book full of these original classics:

"To the Milkmaster — please knock on the door today for money, we will pay you tomorrow."

"Dear Milkman, please leave me 2 lbs. butter, 1 dozen eggs and 2 apple juice — if this note blows away please just leave my regular order."

"No organ juice today."

"Dear Dairyland, please leave me a door handle."

Coquitlam resident **Jim Allison** is a retail driver who recently contributed an article in BCAA's magazine **Westworld** on home delivery. That account of the horse-and-buggy days and this ode to the modern milkman give proper recognition to our unique department. Thanks Jim.

That Holiday Feeling

The holiday season was indeed open season for a lot of odd behaviour at FVMPA, not all of it occurring under the mistletoe. While we didn't walk as much as wade through the winter wonderland in B.C., we all seemed to manage to keep our heads above water long enough to celebrate Christmas. We decked the halls, the walls, and finally the desks. And, while evidently no one opted to dawn his gay apparel, a few did decide to dress up as peanuts.

All I Want for Christmas

Sherry Tretick and Wendy Shushack hung a list for Santa above them on the wall of the butter room. The requests ranged in category from high cost (Wendy's plea for a bright red 280ZX) to high calorie (Sherry's urge for an everlasting supply of Dairyland drumsticks and creamsicles).

Other suggestions for Santa assumed a more desperate character: Sherry's desires for a new partner and a good pair of ear plugs at work were countered by Wendy's need for a piece of tape big enough to go over Sherry's mouth.

No word yet on Santa's reaction to the requests.

The Peanuts Gang

Ah yes, the peanuts. This year's FVMPA Vancouver Island Christmas Banquet, reports **Ron Mottershead**, was held at Courtenay and was a real success.

Employees from the Victoria, Nanaimo, Port Alberni, Campbell River and Sechelt branches were in attendance along with the Association's Courtenay milk shippers.

Milk break

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

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INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

"Entertainment," Ron describes, "was provided by the peanut group, who wish to remain anonymous at this time for fear of jeopardizing their careers."

Oh.

The Pastry Monsters

A devastating attack on the pastries at the Burnaby plant's Christmas coffee break on December 24 lasted only half an hour. "They were gone by 1:30," confirmed **Debbie Edge**. "I should have bought more," lamented **Chris Strange**.

Coffee, cold cuts, cheese and crackers were used successfully in the wake of the raid.

Santa at Sardis

Santa spent some time at Sardis on December 6th. He visited an afternoon party for the employees' children and then made a guest appearance later that evening at the staff party and smorgasbord.

Santa stole the show, displaying some fine footwork on the dance floor and then listening to the ladies' Christmas wishes.

The Sardis staff extend best wishes to all of you for the New Year.

Traditions



The receptionists at the Burnaby plant wish to thank **Jim McClatchey** of Fluid Checking for his thoughtfulness in providing Christmas flowers for the front desk. "He's given them many times," points out **Renee Gribble**, "and we'd like to show our appreciation."

When **Vic Kumar** worked in Accounting he bought flowers for the women in the office every Christmas. After obtaining his C.G.A. qualification, Vic left the Association, but the flowers — over thirty poinsettias this year — still arrive. Thanks from everyone, Vic.



Pictured at the top, back when the main Christmas tree was still healthy, Karen Andersen (l), Marlene Uberall, Lynda Mason, Charlene Foxcroft, and Cindy Honaizer display some early Christmas presents. These poinsettias were part of a total of thirty sent to Burnaby by former employee Vic Kumar.

Usually confident Santa momentarily shows his nervousness on the dance floor; Vivien Edward's camera caught Santa biting his lip during recent Sardis Christmas dance.



Unseasonably warm December weather on Vancouver Island had a strange effect on employees at the annual Christmas party. Peanut five seems also to be the belly button on the right.



Above, children discover importance of having their mom or dad work for the FVMPA at the Sardis plant. At middle left, Sherry Tretick and Wendy Shushack show Santa the gift list that they've had waiting for him on their wall. At bottom left, jolly fat man continues his whirlwind tour of FVMPA, this time stopping at the Armstrong staff party. (Photo by Ernie Brown).

skimmings

This month's news and newsmakers.

Wanted

We are looking for any information on John Hillis, James Makepeace, Harry Price or Jim Girven. These men are part of a group of former FVMPA employees the Association wishes to commemorate for their contributions. If you know anything we don't — even names and addresses of relatives — please contact Employee Relations.

Noteworthy

In late November, **Mike Rudd**, Burnaby route salesman, found a wallet containing one hundred and fifty dollars at an intersection in Vancouver. Mike returned the wallet to a relieved and grateful Mrs. Menzies.

Under the B

A note to all Burnaby employees that the first Bingo Night will be held on Saturday, February 21 in the Burnaby plant cafeteria. Cash prizes only. Details later from Staff and Welfare. See how well you perform when the chips are down.

Appointment

Barry Craine, Supervisor of Engineering Services at Abbotsford and Sardis, is pleased to announce the appointment of **David Coulson** to the position of double chargehand in charge of the Abbotsford Workshop.

Condolences

Bill Gullett conveys the sympathies of the Courtenay branch to the family of **Ralph Hughes**. Ralph retired this summer but died of a heart attack in December.

Reg Cockle, who retired as Purchasing Agent after forty-five years in 1976, also died recently. His many friends will remember his service to the community: he held office in the United Commercial Travellers, served as past president of both the Purchasing Management Association and the Dairy Industry Credit Union, and was active in his church.

A retired first aid attendant for twenty years at the Sardis plant, **Alfred Hoskins** died last fall. He had lived in and contributed to the Chilliwack area for fifty-six years, and worked at the dairy for forty.



Chinese Gung-Ho about Plant

A recent twenty-two day Canadian visit by Chinese officials headed by the Vice-Chairman of Agriculture involved a final stop at the FVMPA Burnaby plant. The Chinese enjoyed their look at our dairy technology and were very impressed by the cleanliness of the plant in particular. They were also very intrigued by the trees and decorations commemorating Christmas.

P.S.

Paul Sapinsky, Burnaby Wholesale, empathizes with the members; recently he passed along this anecdote. "A farmer was asked what time he went to work in the morning. 'Son,' he replied, 'I don't go to work. I'm surrounded by it.'"

A Neighbourly Thing to Do

The most successful 'public relations' often is 'person relations,' spokesmen talking about their business in their community to one person at a time. As an employee, you might become a spokesman for FVMPA's community involvement when you talk to your neighbour across the fence.

"Say, what's this Dairyland Sportsmanship Hockey Jamboree my young guy is talking about?"

"It's an opportunity for him to participate with other deserving youngsters in low-key competition. In the jamborees, players are randomly placed on teams and then assigned a colour on that team. Then, rather than just one team winning, one colour division — players from many different teams — will win."

"Didn't I see something like that mentioned on *Hockey Night in Canada*?"

"That was our program. We've had nineteen hockey jamborees, involving a total of six thousand youngsters, and three soccer ones. They're unique programs filling a recreational need."

"Where are this year's programs?"

"So far, I know that the Okanagan hockey jamboree takes place in January in Vernon, and the Vancouver Island one is in February in Nanaimo. The soccer jamborees will be run across the province in April, May and September."

"One thing, though: my daughter gets jealous of all this."

"She shouldn't. We've got cross country and relay carnivals for boys and girls. The relay carnival in May brings as many as six thousand elementary school children together."

"Is that everything?"

"Not quite. There's something for us too. Tomorrow, we start training for the fun run."

"I'm sorry I asked."



saycheese

Once every year, the many hours of training pay off for **Ken Ma** of the Dairy Industry Credit Union.

As the midfielder of a Chinese North American soccer team, Ken practices at least twice a week and then trains hard every day as the date

of the annual Chinese Soccer Tournament in Taiwan approaches. It is a tournament that attracts teams from the Philippines, Malaysia, Indonesia and Hong Kong, as well as the one from North America.

Ken was selected for the North American team three years ago from a Chinese Vancouver squad that he still captains in the summers. For the last three years now, he has made the trip

to Taiwan with the team, joining players from San Francisco, Los Angeles and Toronto.

The fact that the team recently raised \$51,000 for the tournament reveals the size of the event. A colourful parade of teams into the stadium ushers in the start of each tournament. On the field, the players' schedule is demanding — as many as seven games in seven days. Off the field, the pace is only slightly less hectic; in the evenings, the team has to attend various banquets and meet local and national officials.

The November 1981 tournament, states Ken, will be held in honour of the President of Taiwan and promises to be the biggest tournament yet. The North American team is hoping to improve on its standings from last year, when it finished among the eight finalists. A trip to Thailand is also being planned. "We're developing a good team," contends Ken. "Three years ago, we had to use four North American Soccer League players because we did not have enough quality Chinese players."

Meanwhile, Ken continues to train. A few more jogs around Como Lake in Coquitlam and it will soon be time for another tournament.

Making Sense of Milk Pricing

*This is the first of a series of **Milk Break** articles explaining how the supply of milk and the price of milk paid to producers is regulated.*

Certain costs associated with the price of milk and milk products seem obvious enough; factory, overhead, labour, selling and administrative costs are considered, as they are with any processed products. In the case of a dairy, though, the raw material is milk, and pricing this raw material is the responsibility of both the provincial and federal governments.

The cost of running the FVMPA dairy and profit account for about forty percent of the store price for a four-litre pouch pak. Historically, the other sixty percent represents the price paid the producers for their milk.

However, remember one essential fact: there is no single price the dairy pays the producers for their milk. The producers get paid according to either one of two final utilizations of the milk.

If it is sold as fluid, fresh milk, the provincial B.C. Milk Board regulates and controls the volume produced. The supply of non-fluid or industrial milk — used in milk powder, butter, evaporated milk and cheddar cheese, for examples — comes under the control of the federal Canadian Dairy Commission (CDC).

So, two bodies — one provincial, one federal — both have distinct responsibilities for milk control. Provincially, today's B.C. Milk Board was one of the products of the 1956 Milk Industry Act (the Dairy Branch, mentioned in November's feature on Laboratory Services, also stemmed from this act). The Milk Board is not a marketing board but a regulatory board, never actually holding title to the milk.

How is the volume of fluid milk regulated by the board? Fluid milk is included in the six classes of utilization of milk:

- Class I — fluid milk, including cream
- Class IA — fluid milk sold to schools
- Class IIIA — milk powder and butter
- Class IIIB — evaporated milk
- Class IIIC — used in cheddar cheese
- Class III — any other milk (like the milk used in yogurt)

The B.C. Milk Board does place a value, called an accounting value, on fluid (Class I) milk. The producer receives that value for all his quota milk sold as Class I. Traditionally, though, only around 85% of quota milk available is sold as Class I; this calculated overage ensures a sufficient supply of milk during peak buying periods.

The price for the remaining 15% is based on its use in the Class III brackets. So the net result is a blended price, based on utilization.

More on utilization and quotas next month.



Workplace is published periodically to provide information on our work environment. This issue, Workplace looks at the office of the past, present and near-future.

For years, worker productivity was a term seldom applied to the office environment. Increased productivity was viewed only in terms of how much more product a worker could produce given newer and more efficient equipment to operate. Today, however, with the dramatic advances in computer technology, access to computers for office workers has improved productivity in many areas other than the production floor.

In an industry which is based on perishable commodities and which depends on a complex distribution system, data processing and communications needs to play a key role.

The first machines installed were tabulating machines that could read and count holes in keypunch cards, eliminating the need to accumulate the daily pickups for final payment. Then, during the next ten years, early versions of our present accounting systems were added to the tabulatory system: shareholders records, payroll, accounts receivable, payables, and general ledgers, for examples.

At the same time, states Data Processing Manager **Howie Stevenson**, computers were emerging from a dream to reality. Early computers, though, were massive devices, temperamental and unreliable.

A Burroughs system of keypunch staff, cards and tape units finally made the computer part of the working lives of many FVMPA employees. The Burroughs batch processing system gave the Association the capacity to expand computerization to the home delivery system in 1970.

Today, notes Data Processing's **Ingemar Olson**, the trend is away from batch processing to on-line terminals that allow for communication directly (on-line) with the central GEAC computer. Since 1975, the Association has installed a total of fifteen video terminals: nine in Wholesale Services, three in Route Accounting and one each in Home Services, Patrons, and Accounts Receivable.

While the nine units in Wholesale Services indicate the major application of the system — allowing staff to key customers' orders directly into a terminal — units elsewhere show other areas also utilizing immediate access to information stored in the computer. In Accounts Receivable, for example, staff can now look up customer discounts and make immediate changes.

In every application, computers at FVMPA have allowed the same number of people to do more. The objective of office automation is to make information more accessible — more useful — to the people who need and work with that information every day.

The Patrons Department is one example of how computer technology

has changed the nature of work — and for the better. Prior to the installation of a GEAC terminal in December 1979, **Ruth Perry** and **Karen Andersen** (l) manually sorted the daily tanker pickup receipts in truck order and the farmer pickup receipts in account number order, punching the information by hand into the Burroughs machine. Accounts that were short had to be traced throughout the plants, and daily totals of litres often took two days of reconciling to match card totals. Concludes Ruth, "The job was often repetitive and boring."

GEAC eliminated the tasks of sorting and double checking while providing a new task that both Ruth and Karen enjoy — problem-solving. Karen points out, "Before, we had to leave any problems to the end of the month, but now the terminal enables us to question the accounts right away." With the required information "right at our fingertips," the jobs are more interesting and challenging. "The guesswork is gone," confirms Ruth. "We're much surer of ourselves and our job functions now."

In the future there will be more terminals at FVMPA: more in Accounts Receivable, some in General Accounting, Payroll, Garage, Purchasing, and Personnel, as well as one at the Pacific order desk. Each year will mean increased capital investments per worker to improve productivity.

Office integration will also be introduced to some of our branches on a test basis soon. The Kelowna and Nanaimo branch offices will be installed with 'Superbrains,' machines that will allow branches to capture their own information and send down their daily transactions and inventory each night.

As computer terminals become common, so might word processors — machines that can store form letters as well as replace whole sections of type while leaving the rest of the letter intact. Centralized word processing areas might take over some routine office work and free staff for new assignments.

A quote from IBM's **Panorama** provides an appropriate conclusion. "If one simply uses a machine, that's performance. If one uses a machine creatively, that's productivity."

Computerization in Branches Begins

A system designed by the Dialog Computer Company, entitled 'Superbrain,' is being evaluated at the Kelowna branch and later will be installed in the Nanaimo and Squamish branches.

At a familiarization session at the Burnaby office in early February, representatives from the three areas — Northern B.C. District Manager **Bill Ingles**, Okanagan and Central B.C. District Manager **Len Hobson** and Vancouver Island Office Manager **Geoff Maddison** — were introduced to the Superbrain system. Data Processing Manager **Howie Stevenson** outlined the Superbrain's main benefits.

"First, it would allow for better communication between the branches and Burnaby. Customer preorders are keyed directly into the Superbrain, showing the total value of the invoice, and then at the end of each business day the orders are transmitted through phone lines to the Burnaby computer. At present, it takes at least four or five days to bill branch customers. The improved turnaround on invoices would produce significant savings.

"The Superbrain would also improve stock control by allowing the branches to check their computer inventory totals against their actual stock totals at any time. As well, the computer automatically checks inventory levels when customer phone orders are being taken."

Stevenson also mentioned some other features of the Superbrain system:

- A total weight given for each branch order
- A list of branch customers that is available at any time (currently lists are provided only twice a year).
- The ability to tell which customers have not ordered for



Burnaby conference room becomes computer training room for Greg Osborne (l), Howie Stevenson, Geoff Maddison, Len Hobson, Bill Ingles and Jim Miller. Looking on is Dialog's Richard Dzioba.

for their next delivery (the computer lists the last date of orders).

The current initial phase of the Superbrain implementation test involves evaluating the system at the Kelowna branch and developing an operations manual. Then, Superbrains at Kelowna, Nanaimo and Squamish will be run for up to three months for a final evaluation by both employees and technicians.

The final phase, if approved, would move the Superbrains into a number of branches. Once the system is established, branches will be encouraged to submit ideas for general improvement. Whether or not the systems will be installed in every branch is not yet known, admits Distribution Manager **Bill Hawes**.

The Superbrain itself exemplifies the recent advances in microcomputer technology. Comments Stevenson,

"We've probably all seen modern illustrations of 'computers' — silicon chips that fit on the tip of a finger. That kind of technology is now commercially available. Whereas on-line terminals at Burnaby have to transfer information to the main computer, the Superbrains are stand-alone systems with their own intelligence and storage."

You'll know a Superbrain when you see one; each system has three components: a black box connected to a phone line, a printer, and a screen which holds the picture tube, the keyboard and two slots for disks. The computer finds the information the operator wants on the disk and then new sources of information — customer preorders or code changes, for examples — go onto the disk. At the end of each business day, the central computer takes that information from the disk.

What Happens in an Emergency?

On January 20, a bridge on the Whistler-Pemberton highway was washed out, closing the road and limiting access to the area to one B.C. Railway car daily. Dairyland's Squamish branch immediately arranged to have a milk shipment sent from Cache Creek to Lillooet and then placed on the BCR freight train bound for Whistler and Pemberton. Twenty cases of milk a day were delivered this way to the separated area until the road was reopened a week later. This recent story is the latest example of the work FVMPA employees perform to deliver essential, perishable products during an emergency.

Bob Irwin, Manager Laboratory and Farm Services, tells a story of attempting to return from his Whistler cabin one weekend this winter and finding sections of the road blocked off because of weather conditions. "As we waited in the line-up for the road to reopen, we noticed only two types of vehicles permitted through the roadblock: emergency vehicles and Dairyland trucks." Distribution Manager **Bill Hawes** explains that there has always been cooperation with highway and transport officials during emergencies. "They probably associate milk with children; when they see that Dairyland logo, they go out of their way to let the truck through. In fact, many of our carriers use our logo for this reason."

The latest realization of these concerns occurred this past Boxing Day, when heavy rains assailed much of southwestern B.C. Squamish depot supervisor **Wayne Brown** reports that parts of Brackendale, a suburb of Squamish, were evacuated when flood warnings were announced. As a result, Squamish employees **Jack Osterburg** and **Gary Thompson** were forced to move their families late Boxing Day night.

The water did not reach Jack's house, but Gary's split-level home was flooded with about four feet of water.



This was the view from inside Gary Thompson's house. Water reached a depth of four feet. Trucks seen in front of headlights were parked on higher ground.

He is now rebuilding his house with the assistance of the B.C. government Emergency Flood Fund. Wayne Brown was also affected by the flood, stranded in Campbell River in the middle of his move from there to Squamish.

Despite personal disaster and inconvenience, Squamish employees responded to the emergency. **Lorne Wakley** hurried to the depot, ready to evacuate as much product and as many trucks as possible. The dykes, though, held, and Lorne and Jack were able to deliver milk as late as Sunday to Whistler before the road was washed out and closed.

Boxing Day rains also pelleted Vancouver Island. District Manager **Ron Mottershead** reports that a trailer arrived at Nanaimo and then was forced to stop on the return trip because of a sixty-foot-long washout at Qualicum. The Courtenay bridge also flooded, closing off the main highway headed to Campbell River. After a day's delay, Island employees worked to eliminate inconveniences.

The delay at Hope typifies the problems involved in distributing product during an emergency. On Boxing Day, Highway 1 was closed north of Hope and all FVMPA trailers headed for Prince George or the Okanagan were held back. Bill Hawes described his options. "Should I pull the trailers back, divert through the United States, or wait for the road to reopen? As it turned out, we did the right thing by waiting, but that's the risk you take in an emergency situation."

Chamber Award to UHT Plant

The Abbotsford-Clearbrook Chamber of Commerce award for community advancement in 1980 was presented January 20 to FVMPA Marketing Manager **Jack Aird** in recognition of the UHT milk plant opened in Abbotsford last year.

The award, inaugurated by the Clearbrook Chamber of Commerce and continued by the merged chamber, honours a firm that has expanded to the betterment of the area.

Accepting the plaque, Jack Aird noted that the Association "has been a citizen of the community here for a little over sixty years" and that the local operation until recently had always been known as the Delair plant. But since the \$9 million UHT facility opened, Jack said, it's now called the Abbotsford plant.

He recalled that a few years ago the future of milk processing at Abbotsford was questioned, as the Delair plant made only evaporated milk — then a

slow seller. However, the UHT plant means "we're here to stay," confirmed Aird. As well, there has been a recent start-up of Pacific Milk can lines that had been shut down for awhile.

Jack also told the chamber annual general meeting that a mid-summer expansion at the Abbotsford plant will add the most modern cheese plant in Canada — if not in all of North America. (Excerpts reprinted from the **Abbotsford, Sumas and Matsqui News**.)

To Market, to Market

A look at the function and structure of the Marketing Sales Department first requires some background. The department's present organization is a result of some recent changes stemming from the growth in the Association as a whole.

Up until two years ago, a Pacific Milk Sales division existed separately from the Dairyland Sales division, servicing and soliciting its own accounts. Changing market conditions, however, shifted the activities of the Pacific Sales representatives. Less time was being spent in direct contact with the stores and more in the wholesale area. Given the decline in store activity in the Pacific area and the increase in both wholesale and store responsibilities in the Dairyland division, the two divisions merged.

At the same time, a new division was established — Armstrong Cheese — to service grocery and wholesale cheddar cheese customers. Now, three divisions were often active in the same specific markets.

The marketing changes two years ago assimilated Pacific Milk into the product lines and fitted all three divisions together, trimming many costs from an overweight budget. Now, of course, there are four divisions in the department with the addition of UHT products.

The unifying changes have redefined the role of the sales representative. "We sell differently today," explains Sales Manager **Ray Hurry**. "Although milk is marketed differently than the other divisional products, the sales rep has to know how to sell everything we produce. The introduction of UHT milk this year meant learning yet another new market. In the future, as the Association develops more lines of Armstrong cheese, a rep will also have to become more knowledgeable in both our line of cheese products as well as those of the competition."

Marketing the products as a group has been very successful; what's been good for the whole has been good for the parts. For instance, Pacific Milk Sales increased last year for the first time in a decade, taking a larger share of an overall declining market. Our



Lower Mainland sales representatives are, from left to right, Fred Addison, Ray Korbett, Ernie Emmett, Doug Pilgrim, Bob Kosterman, Kevin Hay, Peter Braun, and Ken Ueland.

efforts through the subsidiary plant in Bashaw to establish ourselves as an Alberta cheese manufacturer have also been effective; this year all FVMPA cheddars were listed in Alberta Woodward's stores for the first time, and Canada Safeway, Edmonton Division, now supports Armstrong with full listings.

In all, twelve sales representatives in B.C., responsible for the sale of all products of all divisions to all types and sizes of accounts, report to **Bob Cooper**, while four representatives market a limited line of products across the Prairies and report to **Lee Alberts**.

Outlines Cooper, "Each sales representative has his own geographic territory to serve. Servicing any account means fulfilling a number of responsibilities: looking at demographics and advising customers on product mix and range — the West End of Vancouver, for instance, will sell a lot of one litre milk and Surrey a lot of four litre — checking codes, stock rotation and condition of the product, providing merchandising and looking after returns."

Adds Hurry, "The average sales call today is at least an hour long. It's not just a visit. We don't always attempt to meet a price situation with price, but instead try to emphasize the advantages of the products: their quality and the effective advertising, point-of-sale, and promotional material backing them up."

The distribution system is also a strong point of any sales message. The Association serves close to five thousand customers throughout the province, and the drivers' daily contacts with these customers is an integral part of the sales effort. As well, branch managers assist in many of the sales functions.

Drivers will also supply information on potential new customers. Cooper points out, "They'll notice a new building or a change of ownership in a business and notify us of the opportunity."

The representatives themselves spend about ten percent of their time 'prospecting' — actively looking for new business. Often, their efforts produce interesting results; this summer, FVMPA supplied almost all the Alaska cruise ships, including the Sun Princess, Island Princess, and Odessa. "So if you took a cruise from June to September," suggests Cooper, "you probably were served Dairyland milk."

Going to markets, then, can even mean going to sea.

Burnaby's Industrial First Aid Team

Posted on the door of the Industrial First Aid room at the Burnaby plant are the names of ten employees, all qualified to administer first aid. Checker **Robert Ryder**, **Victor Kirkman**, Ice Cream Department, **Paul Vrana**, Production, and the Workshop's **Luigi Farina** work on the afternoon shift, while Ice Cream's **Cyril Steward** and **Barry Remple**, Stockroom's **Art Pearce**, **Wendy Shushack** of the Butter Department and **Paul Thornburn** and **Donald Picklyk** of Production are available during the day.

The plant must have a first aid attendant to cover every shift; all ten of the Burnaby attendants have passed a course to earn their Workers'

Compensation Board tickets. The course includes both a practical and a written exam and the results of these exams determine the type of ticket given.

Rob Ryder and Wendy Shushack, the latest employee to obtain a ticket, have one-year "C" tickets. Paul Thornburn, Luigi Farina, Victor Kirkman and Paul Vrana have two-year "B" tickets, while Donald Picklyk, Barrie Remple, and Cyril Steward have three-year "A" tickets. Art Pearce, who is also an instructor of the course, has a four-year "AA" ticket. The requirement for a "AA" ticket is a minimum of 90% in both exams; for "A" tickets, 80% in both exams is necessary.

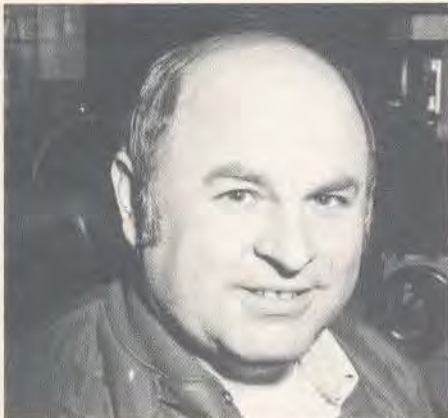
Regardless of the tickets, all first aid attendants are qualified to perform the full range of first aid duties. Comments Art, "We treat any injury with the best of our first aid knowledge." Art himself has treated two heart attacks and two fractured limbs.

Art also orders all the first aid supplies — all the bandages, splints, aspirins, and stomach powders, for examples. As well, the first aid room has oxygen equipment, a cot, a treatment chair and other supplies recommended by the Workers'

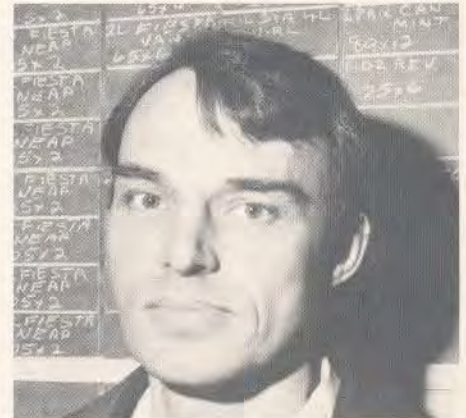
Compensation Board.

Whenever first aid of any kind is required, simply dial the number that has been placed on every telephone (9-600-5079) and the first aid attendant carrying the pager at that time will go immediately to the first aid room. States Art, "We're fortunate here in that we can summon an ambulance in just a few minutes."

The Association encourages any employee interested to take the ten-week WCB course or the intensive full two-week course to obtain attendant qualifications. FVMPA pays for the course and provides its attendants with a slightly higher rate of pay, depending on the level of ticket obtained.



Luigi Farina



Victor Kirkman



Art Pearce



Donald Picklyk



Barry Remple



Robert Ryder



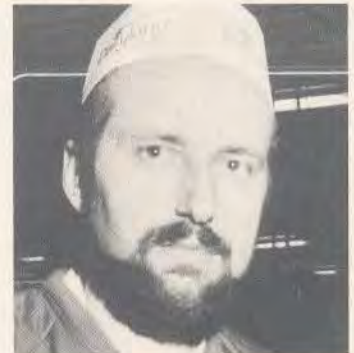
Wendy Shushack



Cyril Steward



Paul Thornburn



Paul Vrana

Making Sense of Milk Pricing

Last issue I introduced the subject of quotas, stating that the price paid to producers for their milk is a blended price, a mixture of the price paid for fluid milk in quota and that paid for the balance of the milk supply used for butter, milk powder, evaporated milk and cheese. Here's how it works:

- each producer holds a quota issued by the B.C. Milk Board, giving him the right to ship a certain amount of milk onto the fluid market
- the total quota holding by B.C. dairymen is established at 120%

of the estimated requirement for any given day.

The twenty-percent over-allocation of fluid milk quota ensures that there is adequate milk available to satisfy the fresh milk market. A great deal more milk is sold on Thursdays and Fridays than on Mondays or Tuesdays. As well, statutory holidays and the Christmas season cause peak buying periods.

A producer may lose quota if he does not fill his daily requirements. Since cows do not produce the same amount of milk each day of the year,

a dairyman usually ships more milk than his quota holding allows to ensure that he has adequate production when the actual milk production is low. This over-quota milk is called excess or industrial milk.

A producer is paid quota price for all the milk shipped and actually sold on the fluid market. Traditionally, that fluid market represents 80 to 85% of total quota milk available.

Any milk sold beyond the fluid requirement is paid for according to its ultimate use. Presently, for example, yogurt, ice cream, and pudding (Class III products) earn \$1.70 a hectalitre more than do Class IIIA, IIIB, and IIIC products — butter, milk powder, evaporated milk and cheese.

It is the Milk Board's responsibility to record all sales and classifications of products and match those figures to the milk volumes made available by B.C. dairymen to determine the actual price that is received on the farm.

In the end, the producer pockets one cheque for his milk, the final amount based on the blended prices for quota and excess milk.

A final word on milk pricing later.



Class I milk was paid for at quota milk price. Class III a, b, c milk received appropriate industrial or excess price. The dairymen received a blend of both prices, depending on the actual utilization.

Fred Duck Assists in Changeover



Fred Duck presents an editorial problem; how do you write a reintroduction?

"Don't get me wrong," asserts Fred, who retired as the Burnaby office manager in 1977 after almost thirty years with FVMPA. "I am enjoying my retirement and I didn't return out of a need to occupy my time."

But Fred is indeed back on a periodic basis; realizing that a complete product code revision would be needed before any of the new cheese products come into production at the Abbotsford plant, FVMPA approached Fred in December with the task of that revision. After all, Fred had steered the accounts through the 1977 metric conversion. His experience was unique. "I couldn't argue that," Fred admits.

Fred, though, has not assumed the task reluctantly but with a sense of challenge. "FVMPA is anticipating a greatly expanded line of cheese

products in the near future," he comments. "What I'm doing is a first move towards our 'new cheese world.'"

Fred's exercise involves accommodating these potential new products into the present system of ordering, sales, and reporting. To make room, he is revising present code numbers to make the maximum number of codes available when required.

"Any change I make affects many forms which have those products preprinted on them," Fred indicates, "so it is necessary to revise those forms at the same time."

The 'retired' Fred Duck will be in and out of the Burnaby office during this preliminary step until May or June, the expected opening of the cheese plant.

Retirements



Bob Craig, Plant Superintendent at Delair since 1974, retired at the end of January after over thirty-two years with the Association. The day after Bob graduated from university he began work as a lab technician at the Eighth Avenue plant. A year later he moved to the Delair plant as plant bacteriologist and fieldman. "In the summers," remembers Bob, "I had to test and grade the milk of as many as two thousand shippers."

There were many more small farms then; today, a much smaller number



produce much more milk. As well, the milk, rather than being can-hauled, is now taken by refrigerated tankers.

Bob moved to the "sleepy little town of Abbotsford" in 1948; he plans to continue to live in the thriving community during his retirement. First, though, he and his wife Cathy will spend a month in Palm Springs.

Vivien Edwards reports that two Sardis drivers — **John Roberts** and **Nick Wawryk** — retired January 31. John has spent a total of twenty-four years on retail and wholesale routes



and plans to spend his retirement doing the things he likes most — curling and golfing. He also intends to travel at bit.

Nick figures he has a lot of fishing to catch up on, as well as some fixing up around his home. He and his wife Cora plan to travel extensively. Over his past five years as a holiday relief driver at the Sardis plant, Nick has had customers all the way from Hell's Gate to Haney.

Good luck and many years of enjoyable retirement to all of you.

skimmings

Conversion Team

The Data Processing team of **Ingemar Olson**, **David Price**, **Pat Lysiuk**, and **Dave Neises** has been working at Tandem computer offices in Burnaby since the middle of January, transferring programs from the Burroughs system to Tandem. Presently about 250 programs, many of them non-standard ones, like parts of our unique Patrons system, still are on the Burroughs and need to be rewritten. States Ingemar, "We'll be here until the Tandem system is moved to Burnaby in the late spring."

Thought Counts

One of **Mike Rudd's** retail customers, an elderly lady in Vancouver, was mugged recently. Mike made Mrs. Hall's life a little brighter by sending her a bouquet of flowers with a note, "Wishing you



Ingemar Olson at Tandem.

well, from the Dairyland staff." Mrs. Hall expresses her appreciation.

Friends for Life

The Canadian Red Cross Society is happy to announce that 130 friends donated blood at the recent Dairyland blood donor clinic held at the Burnaby plant. That total was up from the 114 who donated last year at this time. Thanks to everyone from the Red Cross.

Benefits Brochure Available

Depending on when this issue of **Milk Break** arrives at your home, you may or may not have received your pay cheque for the pay period ending February 7. Enclosed with the cheque is a benefits brochure prepared to help employees learn more about the benefits program offered by FVMPA.

The brochure provides highlights of your benefits. Take time to read it and then be sure to take any subsequent questions or concerns to either the Payroll or Personnel departments.



This month's **saycheese** feature takes the form of an interview with **Greg Osborne**, management trainee at the Burnaby plant.

Your direct involvement with FVMFA started in the summer of 1979. What were you doing then?

I was working on a research project, investigating alternate uses for whey as an animal feed. The investigation was made possible through a Federal Feed Freight Assistance Grant. Working out of the Burnaby lab and reporting to **Bob Irwin**, my major recommendation was to further investigate the production of a whey lick block. Lorne Fisher is now following up on that

recommendation at the Agassiz Research Station.

You've had other experiences in the dairy industry. Discuss them.

From 1974-1977, I was employed by the B.C. Ministry of Agriculture as a Dairy Specialist working in Northern B.C.'s dairy region.

As a Dairy Specialist, were you doing some of the same kind of work FVMFA fieldmen do here?

Yes, I worked on quality control programs, extensions that helped farmers upgrade their farms — that kind of work. In addition, I worked with plant personnel in the area of quality control and dairyworker training.

In 1977, I went to Fraser Maid Dairies in Prince George. Basically, the agreement there was that I would train a lab person to set up a quality control program in exchange for the opportunity to gain practical production experience for a one-year period. It worked out well. During that year I got experience performing several plant jobs — even crawling into vats to clean them.

At the end of that year you decided to return to school. Why?

Frankly, going back to school to do

a Masters in Business Administration was a way to develop additional skills. I went to Western in Ontario with the hope of returning to the B.C. dairy industry.

MBA graduates are in demand in business. You had other job offers; what made you decide to return to FVMFA?

I really enjoyed my work experience at FVMFA during the summer of 1979. As well, I like the opportunities that FVMFA provides. The diversity of the business, the broad scope of products, and the healthy public image of the Dairyland name all really appeal to me.

You started at the Armstrong plant for a few months. What did you do there?

I was in Armstrong for four months working under **Ernie Brown's** direction, assisting him in cheese production duties. Here, I got exposure to a portion of FVMFA's operating procedures and policies.

Now you're back at Burnaby; describe the present training program that you are undertaking.

It's a familiarization program, really. I am getting to know people and their responsibilities, gaining first-hand knowledge of all aspects of the operation. Essentially, I'm learning "who's who" and "what's what" in the business.

From Cream to Butter

Butter production at Sardis is highest about this time every year. "Our daily maximum is 31,500 pounds," explains butter room chargehand **Art Patterson**. "We get pretty close to that from January to March. Since cows give a little less milk during these months, the butterfat content is higher and we get more cream from the milk."

Art and others like **Irwin Bubau** release that cream into the continuous buttermaker — seven thousand pounds of the cream per hour. "But in the mornings," notes Art, "we are well below that speed. We only increase the cream flow as the buttermaker works up to its top speed."

The first part of the buttermaker breaks up the cream into fine granules the size of pinheads, draining off the separated buttermilk. The cream particles then drop down to a second churn with beaters set at only half the

speed of the first ones. The granules are now worked up and made larger, dropping down to two long augers which squeeze out more buttermilk.

Dairy employees like **Jerry Halliday** then ensure that salt and colour are added in as the butter is worked through the last two feet of the augers. In a total of 2½ minutes, cream is made into butter; 3500 pounds of butter leave the buttermaker every hour and enter a large vat known as the butter boat.

Augers in the butter boat work the air out of the butter and push it up to a pipe. The pipes empty the compressed butter into molds, ready for the packaging machine and the work of operators like **Carl Karr** and **Stan Starsky**.

Of course, all of these pipes and augers need cleaning; **Bob Jackson** does the C.I.P. (clean in place) work. As a team, the Sardis butter room



Stan Starsky packages butter.

employees will send an average of 25,000 pounds of butter each day at this time of the year through the electric knife at the end of the packaging machine. That butter goes into the cooler and then down to Burnaby by next morning. *Next month, a look at butter production at Burnaby.*

Taking the Trauma out of Income Tax

The taxman cometh. It won't help to tear the month of April off your calendar. Honest. That income tax return you received in the mail last month might as well be attended to now. Taking your return to someone for tax advice doesn't have to be an agonizing experience. Neither does filling out your own return. Either way, some intelligent, strategic decisions can make the difference between winning and losing the battle with the taxman.

FVMPA accountants suggest four possible areas where care in completing your income tax return can make dollars and sense.

All in the Family

For any of your children born in 1963 or later who have not earned over \$1910, you are entitled to claim \$540 as a deduction under personal exemptions. For any child born in 1962 or earlier with income below \$2000, your claim is \$990. An average two-children family might then have \$1530 allowable child exemptions. In all cases this \$1530 tax credit must be claimed by the spouse who shows receipt of the family allowance cheques.

Here's where you can make a potential saving; if both spouses work, either full-time or part-time, make sure that the exemptions are claimed and the family allowance cheques are added by the spouse making the higher income. The combined tax saving will be greater.

Suppose in an example that we use \$480 as an approximate figure for the annual family allowance. A full-time working husband might have \$16,300 of taxable income after adding the



Reprinted from Dow Canada's 'Insight,' August 1979.

\$480 family allowance and deducting the \$1530 of exemptions. His B.C. and federal taxes payable would total \$4210.

The part-time working wife with a taxable income of \$5150, not making this deduction and addition, would pay \$926 in tax. Total tax for this couple would be \$5136. However, had the wife included both items in her income tax, her taxable income would have been reduced:

\$5150
- 1530 child credit
+ 480 allowance
= \$4100 taxable income

Her taxes payable would now be only \$657. Her husband, though, without the use of these claims, would have to declare a taxable income of \$17,350 and pay taxes totalling \$4562. The results? A difference of about \$80. And it's yours for the asking.

All on your Own

Single parents can also take advantage of the tax laws. Each single parent supporting children can claim one child as the equivalent of a spouse by filling out the Equivalent to Married Exemption on Schedule 6 of the tax form.

In all cases, it is best to claim the youngest one as a married equivalent. That is because the claim for the youngest is lower than that for the oldest — \$540 versus \$990. Thus,

your child under 16 could be claimed as a \$2530 dependent, and you can still claim the \$990 for your oldest one. Given a tax rate of 25%, that little tax tip could net you about \$112.

Last Chance for RRSPs

You have only until March 1 to buy RRSPs to reduce your 1980 taxable income. Contributions to either an RRSP or RHOSP must be supported by an "Official Receipt For Tax Purposes." Wait for it. If you still think you can buy an RHOSP for 1980, forget it. The deadline was December 31.

If Junior Goes to College

Even if you paid for your children's tuition, you cannot claim their tuition fees (no, not even if you think they didn't learn anything).

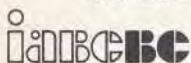
A student, though, can claim \$50 per month education, and if his taxable earnings can be reduced to zero without using all of this deduction, you can claim the unused portion. Remember that any education deductions left over should be again used by the highest wage earner. Also, if his earnings are below \$2000, you can claim the \$990 exemption as well.

Armed with this information, you should now be able to attack your tax return with a vengeance. This article has been prepared with the conviction that what you don't know could hurt you — and your pocketbook.

Milk break

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

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INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Supertanker Line Expanded



New tankers and night pick-up service are needed to move 864,000 pounds of milk into the Burnaby plant each day.

Four tractor units and eight stainless steel trailers will be added later this month to FVMPA's farm pick-up fleet. The new equipment should be in service in early April.

Bob Irwin, Manager Laboratory and Farm Services, explains the present expansion as a continuation of a conversion project started in July 1979. "At that time we began replacing our old straight trucks with the tanker-trailers to supply more fresh milk directly from the farm to all the fluid plants. With these new units in operation, we will be able to directly supply all our plants without handling and reloading milk at receiving plants."

The additional Brenner Tanks, each with a capacity of 17,800 litres, and the International Harvester tractors are identical to the units first bought in 1979. The new fleet will now consist of eleven tractors and seventeen trailers.

The advantages of the trailer-train concept are many: the 17,800-litre capacity compares against either the 9700- or 14,000-litre trucks; and by using converters — dollies which hook up two trailers into a 'train' — interplant hauling capacity is increased from 56,000 pounds to 80,000.

Along with an expansion in the vehicle line, the reintroduction of night pick-up in June will also reduce the volume of milk that is pumped into other plants and then reloaded on interplant trailers for delivery. Under a new schedule, daytime drivers will pick-up milk on five tanker routes, while eight men will work five new tanker routes at night. There will still be eight daytime routes served by the straight, single-body trucks.

All FVMPA's straight truck pick-ups are being phased out of use on the over six hundred farms supplying milk. With this new fleet purchase, nine more trucks will be retired and the

final move to transport each day's 1.5 million pounds of milk directly to fluid plants begins.

FVMPA also has producers shipping milk in the Comox, North Okanagan and Bulkley Valley. In these areas milk is picked up by independent operators using straight trucks.

New C.I.P. System Installed

Engineering Services' Plant Maintenance staff has converted two idle pasteurizer tanks at the Burnaby plant into three separate clean-in-place (C.I.P.) systems.

Similar systems were developed from existing plant machinery at both the Armstrong and Bashaw, Alberta cheddar cheese plants, reports **Don Fraser**, Double Chargehand, New Projects.

Using common tanks, the two converted tanks work independently, supplying cleaning water and solution to all the filling machines along the fluid side of the production floor. Explains Fraser, "One part of the system could be cleaning any or all of the four one-litre machines, another the pouch-paks, and the third the two-litre machine."

Some of the new piping was installed Sunday, February 22 to hook up all the machines to the new cleaning system. "These new converted tanks," comments Fraser, "will replace the small tanks that were located beside each of the machines. These tanks used only regular hose water; there was no steam supplied for heating. Also, solutions were added by hand to the tanks. Under the new cleaning system, both the water temperature and the water solution will be consistent."



The piping above Al Wheatley will provide cleaning water to all fluid-line machines.

Making Sense of Milk Pricing

Third of three parts.

Much of the previous two articles on milk pricing dealt with fluid milk quotas and the role the B.C. Milk Board plays in establishing them. Just as there are fluid milk quotas in the province, there are also quotas on industrial milk, regulated by the federal Canadian Dairy Commission (C.D.C.).

The CDC establishes quotas for industrial milk nationally, based on the anticipated domestic requirements for that milk for the dairy year, beginning each August 1.

Each province has a share of the national allotment. Since the early 1970's, when this National Market Share Program was initiated, B.C.'s share has been 3%, an amount based on traditional production figures at that time.

In this province, the three dairymen on the B.C. Market Share Committee distribute a portion of that 3% total to all B.C. producers. One of the three members is an FVMPA director, **Jim Waardenburg**. The industrial milk allotment each dairyman receives is known as his Market Share Quota (M.S.Q.).

While an annual quota, MSQ is calculated each month. A producer is penalized monthly for any milk shipped over his quota. If, later in the year, he underships his quota, the penalty can be returned. The monthly

calculation helps producers balance their milk production.

Producer-paid penalties are used to pay for the disposal of industrial products on the international market. The federal Offer to Purchase program sets a price level at which the government will purchase any butter and skim milk powder that cannot be sold on the domestic market in order to stabilize prices for industrial milk products.

Dairy Farmers of Canada, the national producers' bargaining organization, has secured a negotiated cost of production for this industrial milk from the federal government. Since the Offer to Purchase program does not quite meet this cost, the difference is paid out as a subsidy.

In summary, a producer has a fluid milk quota — his major source of income — which he must fill on a daily basis or risk losing. Every producer also has an industrial milk quota, applied against milk produced beyond his fluid milk quota. Any milk beyond these two quotas is subject to penalties to discourage its production and to pay the costs of its disposal on the international market.

The system of quotas, subsidies and penalties appears complex because of the web of jurisdictions. At this point, the question of whether the cow is a federal or provincial responsibility is still a moot point.



Henry Ricard installs piping during production downtime.

Butter Reworked for B.C. Market

The butter reworker at the Burnaby plant is one of only a few machines in Canada that repackages 25-kilo blocks of butter into one-pound and quarter-pound sizes.

Joe Taphorn, Chargehand of the Butter Room, estimates that 6,000 25-kilogram blocks of butter from Quebec arrive at the plant every two weeks. FVMPA purchases butter — an industrial milk product — from Quebec because B.C. has just three percent of the Canadian industrial milk quota. (Also read the concluding article of 'Making Sense of Milk Pricing' on page two.)

The blocks are first stored in a cold room housing a regular inventory of approximately 20,000 blocks. After two weeks of tempering — warming up the butter which has arrived frozen hard to a temperature of about 35 degrees Fahrenheit — the butter is ready to be reworked and cut. As many as 800 blocks are fed into the butter reworker during one nine-hour shift.

Chippers in the machine first chop up the butter, churning it as if it were fresh butter, giving it the same consistency. In effect, the machine acts like the knife you would use to make fresh butter at home more malleable.

Then, moisture tests are made to ensure that the final product meets Canadian standards. Water may be drawn off as the butter passes through a series of screens.

The holes in these nine screens become progressively smaller as the warmed-up butter softens. "Butter, though, has different textures," explains Taphorn, "so often we will place blanks in the end screens to prevent the butter from becoming too soft." Conversely, if the butter remains too hard, the machine automatically



Butter will be lifted to a chute at top of reworker. Operator is Henry Dyck.

shuts down.

Operators like **Henry Dyck**, **Roy Lejoie** and **George Ritnosik** monitor the speed of the chippers and augers in the reworker. While the augers run at a steady speed of 50 revolutions per minute, operator Ritnosik maintains that the diagrammatic controls placed on the French-made machine indicate two speeds, "turtle or rabbit".

A final set of augers exerts pressure on the butter, forcing it into the molds. The printing machine, designed with an electric eye to ensure that the packaging paper is always in the same position around the butter, can package 100 pounds of butter a minute. Random blocks of butter will be checked for weight. "If the butter is even in texture," contends Taphorn, "the weight will probably not vary, but

when we're mixing hard and soft butter, we need to check the weight."

A small adjacent machine in the Butter Room packages quarter-pound blocks every two weeks. Before they are fed into the smaller machine, the 25-pound blocks are sliced into four pieces by a precutter which was originally designed by FVMPA's Workshop and first used to cut the butter for the one-pound packages.

Every year from October to January — the busy baking season — the butter production at Burnaby doubles to two shifts to keep up with the demand for butter. The production total for all of 1980 reached almost 12.4 million pounds. Per capita, B.C. consumers annually use about ten pounds of butter, much of it Quebec butter reworked by the Butter Room staff.



Retirement

Abbotsford's **Herb Catlin** retired last month after 28 years at the plant. Herb started in the receiving room, unloading milk from 10-gallon cans, and spent the last 10 years receiving and shipping bulk milk as well as relieving the C.I.P. operator.

At 65, Herb credits his activeness to

"the fine cooking and care of my wife Elsie."

The Catlins plan to travel and garden in their retirement years.

What's Behind the Package?

A recent Globe and Mail article reports that continuing rapid changes in technology and in the way people live are keeping the pressure on Canada's \$4.5 million packaging industry. No organization that markets packaged goods can afford to withdraw from these packaging wars. This issue of **Milk Break** looks at the packaging decisions FVMPA makes before the consumer makes that final package decision in the store.

"We consider our packages advertising pieces on the shelf," comments **Don Winton**, Marketing Services Manager. FVMPA packages are made from many materials: tin plate (Pacific Evaporated Milk), laminated paper and foil (Dairy-Maid and Super Socco), regular foil (Armstrong Cream Cheese), poly-coated board (milks, juices and ice creams) and a variety of plastics.

Any of these packages needs to serve the same objectives. A package must be functional, containing, protecting and dispensing the product in the most convenient manner possible. Packaging must also identify the product, present its image and differentiate it from other competitive brands; it must motivate the consumer to buy.

FVMPA's Marketing and Production Departments collaborate on package decisions. Production staff indicate the abilities and limitations of the automated equipment and provide guidelines regarding the type of container, construction and material suitable. Variables such as the cost and the productivity rate are also determined.

The Distribution Department may also assist Marketing in decision-making by outlining what type and size of package would be most adaptable to its system of moving products.

As well, government regulations must be considered. Only certain package sizes, for instance, are legal, and all packages must comply with bilingual package information laws.

Store managers and owners are also consulted, since they control where the package will be found on the shelf and how it will be stacked. Adds

Winton, "A package with great eye level appeal obviously is not going to be effective if all the shopper sees of the package is the lid, as is the case with some ice cream containers in stores."

The most critical people to talk changes with are the consumers themselves. Which design do they prefer, which change is impressionable enough to shift their buying habits? Consumers can also, for example, indicate to marketing specialists if the increased cost caused by a better package will over-price that product.

Gleaned from all this information is a package strategy and objective. Container alternatives are then examined and the task of design turned over to a creative agency such as Stewart and Morrison, Kent Allan or Embryo Communications.

Before any agency design is approved and produced, the Marketing Department commissions on-shelf consumer research and discusses any final changes to the package.



Changes are made at the rough art stage. In the final Extra Rich package, the quality seal has been downplayed and the colour slightly altered. New package design will coincide with the additional of two newcomers to the Extra Rich line: coffee flavour in the one-litre size and fudge mint — a new flavour — in both a one-litre and 500-ml size.



Beginning in the middle of this month, FVMPA will introduce a redesigned four-litre Pitcher Pack outer bag. There will be back panel messages on the homogenized milk bag (Nature's Treat) and the 2% milk bag (Armstrong Cheddar). Messages will change every two months; a similar program will be established on the two-litre homogenized, 2% and skim milk cartons this summer.

Ice Cream Package Studied

How are candidates for package changes selected? And what do marketing specialists consider before any candidate is given a new packaging design?

In the case of Dairyland's Extra Rich ice cream, sales figures sparked an interest in package redesign. Extra Rich sales have been increasing over the past three years, as more small-size families with generally higher-than-average disposable incomes have opted for a more expensive ice cream with a richer taste.

Extra Rich has an attractive product profile: relatively expensive ice cream, creamy in texture and high in butterfat. Marketing Services decided to consider a package more compatible with the product and buyer profile.

First, competitive ice creams were analyzed regarding price, package, and method of distribution. Information on those products and Extra Rich was then supplied to Stewart and Morrison, a Toronto

agency which has also designed Dairyland's 1886 ice cream carton, the Montreal Expos uniform and the CP Air logo.

Stewart and Morrison presented two concepts at the rough art stage; one of those two concepts is seen in the photograph.

Marketing Services and the agency then will discuss the rationale of the design; black was chosen as a base colour for the package because of its prestigious, expensive look. A new type face and design were also selected for the Extra Rich name to extend that image.

On-shelf visual testing of the new-look ice cream will now be done in Toronto. Later a Marketing meeting will decide which package to use, and any fine tuning changes will be then made.

Promotional Panels on Bags

A series of eight promotional panels has been designed for the back of Dairyland's poly bags.

Panels featuring Nature's Treat yogurt, Armstrong cheddar cheese, 1886 ice cream, Fraser Valley butter, Smooth 'N Creamy puddings, and a family of yogurts have been completed. Other panels will be added either to coincide with new product introductions or to convey public relations messages — hockey or soccer jamborees, for examples.

While the existing bag is functional, it has a minimum of graphic design and much written description. One panel is written in English, the other in French, both detailing the product, its weight, instructions for use, and content listings.

Industry representatives in Eastern Canada informed FVMPPA's Marketing Department that poly bags there had

been redesigned to place all the mandatory copy on the front panel and to use the back for advertising. They also confirmed that the reproduction quality of the art used for the panels was excellent.

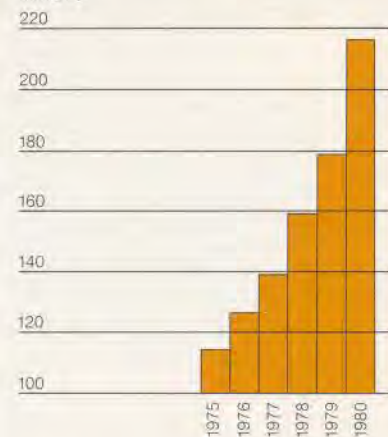
Marketing then commissioned Stewart and Morrison, a Toronto agency, to redesign the front panel. Vancouver's Embryo Communications designed the promotional art for the new, free space at the back.

With a volume that reaches into the millions, poly bags offer a convenient opportunity to advertise either new products, ones that FVMPPA excels in or solely provides, or products that are not otherwise heavily advertised.

Concludes Marketing's **Don Winton**, "Improving the aesthetics of the bag will increase our point-of-sale effectiveness. We think a nicer-looking bag will 'move' faster in the stores."

1980 Sales

Million \$



FVMPPA total sales for 1980 reached nearly \$217 million, capping off a decade of continuous growth.

For 1980, sales volumes increased significantly; total litres of Class I milk, for example, were nearly 124 million, an increase of about eight percent over 1979.

Individual product groups also showed impressive gains: total kilograms of yogurts increased almost 13 percent over the previous year, with Nature's Treat's annual volume alone up 40 percent; juice production was up to 3.3 million litres, almost 25 percent more than last year; and the total of 5.4 million pounds of cheddar cheese was up 17 percent from 1980.

Frozen foods, which FVMPPA distributes but does not produce, increased nearly 11 percent in terms of total dollar volume.

Area sales figures for 1980 revealed a 27% increase in sales in the Okanagan and Central B.C. district to about \$16 million, a 14% increase on Vancouver Island (about \$22 million) and a 21% increase in the Northwest district (about \$12 million).

Milk break

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

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Okanagan BCBC
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Appointment

Comptroller **Roy Moore** is pleased to announce the appointment of **Jim Miller** to the position of Supervisor of Route Accounting.

For many years Jim has successfully operated the ice cream and frozen food accounting department. This area will continue to be his responsibility, but with the section now included in the route accounting department, Jim will assume new and larger responsibilities. The Route Accounting department coordinates sales accounting information between the branches and the Burnaby head office.

New Routes

Another retail route will be in service soon, following the 1980 expansion that added three other routes, one each in the Valley, Coquitlam and Abbotsford.

The new route will be a combination route, one side in the North Shore and the other in Coquitlam. All these new routes are experimental ones, scaled down in size to provide driver salesmen with more time to actively canvas and promote by-products.

Rick Worsley and **Sid Comley** on the Valley route, **Ken Saunders** in Coquitlam, and **Ken Antifaef** and **Art Wagner** in Abbotsford are making the experiment work, according to Retail Manager **Russ Webb**.

"Our retail system is growing," adds Webb, "and we're convincing our customers to order more product at a time when other dairies have discarded the idea of home delivery."

Big Wheel

The Vancouver Safety Council sponsors a driver awareness and incentive program called 'Safe Drivers are Big Wheels' to encourage more motorists to become 'Big Wheels' for safety.

Recently, a Metro Transit Operator noticed a Dairyland vehicle being driven in a safe and courteous manner and reported the case. As a result, Wholesale Driver **Merle Jones** was awarded a 'Big Wheel' decal to display on his truck's window. Congratulations

Merle for showing other motorists what it takes to be a Big Wheel.



Wholesale Manager **Bill Osborne** (l) and Distribution Manager **Bill Hawes** present Big Wheel award to **Merle Jones**.

Loading Changes at Armstrong



Photo by **Ernie Brown**

The Armstrong plant has a new loading dock that shortens the time required to move product onto trucks and also allows more packaging material to be kept right at the plant.

Explains plant manager **Ernie Brown**, "We decided last November that our loading and hauling problems could be solved by extending the dry storage area and building an

appropriate loading dock. With the larger storage area, we no longer need to move packages twice — once at another warehouse in town and then once again at the plant."

The new loading dock can accommodate the four trailer loads of cheese shipped each week. The loading time of a truck has been cut from four man hours to about twenty or thirty minutes of one man's time.

"We needed these changes. We had to make sure that our forklifts and dollies would have room to move on the dock."

Sweeping News

Twenty two rinks participated in this year's Curling Funspiel at the Chilliwack Curling Club. **Sardis' Art and Anne Patterson** and **Ed and Violet Kemp** won horse-head trophies for finishing first, while a rink led by **Brian Parkes** of Sardis took home trophies featuring the other end of the horse for ending up on the other end of the standings.



A contrast in styles: **John Gatto** admires his shot, **Barbara Craine** regrets hers. Photos by **Lee Alberts**.

saycheese



By now, 'say cheese' is probably a leading phrase in **Kevin Perry's** young and growing vocabulary. The 3½-year-old Kevin, son of Victoria driver salesman **Richard Perry**, has had to turn on that contagious little smile often lately.

This past November, Canstar Productions came to Victoria to hold auditions for a part in the \$250,000 production of 'Take-Off', a pilot of a television comedy series starring Phyllis Diller. The requirements called for "one three-year-old boy or small four-or five-year-old. Should be cute, fair-haired, sociable, able to relate to adults and take direction." Not your average kid.

Yet Richard and Sylvia Perry

decided to let their two young boys try. At the audition they were confronted with a long lineup of other hopeful children and parents. Discouraged, but determined, the Perrys joined the lineup.

When Kevin was told that he had been chosen from over two hundred boys for the part, his first reaction was "how am I going to get inside the T.V.?"

Kevin's part in Take-Off in total comprises about four minutes, but, in the make-believe world of cameras, lights, and sound equipment, four minutes of edited film translates into two full days of shooting. For those two days, an excited Kevin found himself facing a whole new world in front of the camera.

The first day's shooting began early in the morning at a beach along the Jordan River. Weather and script requirements matched perfectly that morning; a sunrise spilling out over the ocean created a beautiful setting behind the action. Kevin's composure during the first day's filming surprised even his mother and father, pleased at how Kevin, the third of three close boys, was enjoying the experience of being on his own.

The afternoon filming took place at the site of an old church and a graveyard, lined with moss-covered trees. "The setting," recalls Sylvia Perry, "was quite eerie but very beautiful at the same time." By now,

Kevin was being very much himself — a curious young boy speaking through the director's megaphone and the crews' walkie talkies. At the end of the day, son, mother and father alike were exhausted.

Part of the second day of shooting placed Kevin in his natural element — a bedroom with toys scattered everywhere. The young actor eagerly waited this time for the cameras to start rolling.

In Take-Off, a television show 'taking off' on Jaws, Fantasy Island, the Muppets, Superman and others, Kevin plays the role of the son of a father who is sent to war and never returns. The show relies on the memories of the missing father to express the family's bond of love and to create the brief emotional moments in the comedy. A part that called for Kevin and his 'movie mom' to cry proved difficult; no one knew how to make Kevin cry. When a makeup man placed glycerin tears on his cheeks, Kevin found the taste so bad that he began to cry after all.

Kevin's total performance was a complete success, and now his parents and brothers Clint and Erin are anxiously looking forward to seeing Take-Off on television later this summer.

Congratulations, Kevin. Oh, and if you ever need an agent, just remember who wrote your first press clipping.

sportscoops

Vernon Hosts Jamboree

Over two hundred hockey players from the Okanagan participated in late January in the Dairyland Sportsmanship Jamboree, co-hosted by the Vernon Minor Hockey Association and Dairyland.

Players from twelve different North Okanagan communities were chosen on the basis of their sportsmanship, randomly placed on teams, and then assigned to one of four colour groups.

Marketing representative **Mike Bissell** noted that this event was the twentieth jamboree Dairyland has held for minor hockey throughout B.C. He also congratulated the Vernon people who made the jamboree such a success.





Joe Minchin (l) operates Pouch-Pak, while Dick Price checks PLC, production's nerve centre.

This month's **Workplace** is the first of a two-part look at the nature of our particular workplaces at FVMPA. In the Engineering, Production and Finance departments, there are many interesting differences in 'the way things work around here'.

Engineering Services' Workshop provides a centralized service facility, unlike many other dairies which call in specialists for maintenance problems. Twenty nine men at the Burnaby plant and a total of 22 at the Sardis and Abbotsford plants maintain production machinery and truck refrigeration systems across B.C.

There are other employees in the Burnaby Workshop performing unique job duties: journeyman carpenter **Jack Phillips** builds a set of ramps one day, a credenza for the office the next; general helpers like **Roy Kear** do much of the work that is not mechanical, such as greasing and lubricating; and Double Chargehand **Don Fraser's** staff of three men work on special projects, like the programmable logic controller (PLC).

The PLC system replaces the miles of hard wiring needed to operate production machinery electrically with a much more compact, electronic system. The 128 electronic signals carried simultaneously over only four or five wires now control raw receiving, two cleaning systems, the supply of yogurts to tanks, and the movement of pouch-pak casers.

"We know the operation here," relates Fraser, "so we were able to tell the electronic specialists what was required — which valve had to open when, in other words. Without this

expertise, a computer technician unfamiliar with our dairy operation would have been given the job.

"It is interesting," continues Fraser, "that Palm's 'modern' plant in Edmonton has a control panel so large you can walk around inside it. It uses electric parts that we're now throwing out of our plant."

Engineering Services' Garage staff of 47 men provides a comprehensive body and mechanical maintenance program. Comments Garage Supervisor **Ed Walmsley**, "We consider our trucks one of our best advertisements." Under a preventative maintenance program, trucks are inspected every 3,000 miles and checked in-depth every 12,000. As a result, road calls average only one per 8,000 miles. The entire fleet travels over five million miles a year and still maintains one of the lowest rates of vehicle turn downs in the Motor Vehicle Branch roadside tests.

As well, FVMPA's garages, stocked with 2,600 parts, are among the select few authorized to do factory warranty work on engines, which are normally done directly by the Ford and International truck companies.

In the area of production, FVMPA's volumes are not matched by others in the B.C. dairy industry. Production accountant **Don Hein** reports production figures for February for three of our plants: Burnaby, 9,268,000 litres; Courtenay, 915,500; and Kitimat, 457,200.

Assistant Burnaby plant supervisor **Ron Brown** states, "While the plant was originally designed to handle 400,000 pounds a day, today we can

take in 1.25 million. In one week, we run 11 shifts on the two-litre machine and nine on the four-litre."

Brown relates two facts about FVMPA's production. "Our product range, totalling over 500 different products and flavours, is impressive, by any dairy's standards.

"Given this range, many tour groups and industry representatives comment on how orderly and clean all our production facilities are."

The sale of products and the purchase of goods and services also involves the Finance Department. The computerized Patrons Department and retail billing system here are the exceptions rather than the rule in the dairy industry. As well, a 12-member Data Processing staff works directly with office staff users of the accounting information.

Within the Finance Department, it is Purchasing's responsibility to deliver the right goods in the right place at the right time. Purchasing Manager **Pat Kerr** states that "we try to supply the best quality and the best value for dollars spent."

The main stockroom for production at the Burnaby plant regularly has \$1.25 million of goods on hand, an inventory that is turned over — or replenished — 10 or 11 times a year.

Using an invoice file in Accounts Payable, the Purchasing Department deals with more than 900 different suppliers and service companies. Says Kerr, "In our purchasing, we manage to receive all available tax exemptions. In contrast, Canadian companies paid \$18 million in taxes in 1979 for goods that were exempt, but not claimed."

New Courtenay Plant Approved



In late March, FVMPA's Board of Directors approved construction plans for a new \$4 million plant at Courtenay.

The Board gave initial approval to proceed with drawings and estimates earlier. Both drawings and specifications for the plant were then completed.

The existing Courtenay plant, operated by FVMPA since the Comox Creamery purchase in the late sixties, was hampered by a downtown location with no room for expansion. Distribution vehicles often were forced to back into the loading area from off the main street.

Engineering Services' Manager **Don McQueen** estimates that the site preparation for the new plant will be completed in six weeks and that foundations will be ready one month after that.

"During those two-and-one-half months," continues McQueen, "the steel will be ordered for delivery. With

the steel on hand, we can start building."

Completion of construction, he explains, "depends on how much we can overlap construction with the installation of processing equipment, CIP piping, and electrical and mechanical systems. At the Abbotsford plant, for example, we were virtually working overhead when others were working underneath, which allowed for the plant to be built in less than a year."

Milk will be packaged in one- and two-litre cartons, and the pouch-pak and twenty-litre sizes. All production will be electronically controlled, similar to the Abbotsford plant.

The new Courtenay plant will also serve as the Vancouver Island distribution centre for ice cream and frozen foods.

Inside the plant, in the production room, there will be tile-covered floors,

concrete block walls and a dropped ceiling. All service piping and air conditioning equipment will be concealed above the ceiling. Notes Engineering Services' **Jim Byres**, "The ceiling will act as a solid floor for the concealed equipment and allow for the processing area below to be clean and less cluttered."

The production area, 3,600 square feet in area, is part of the main building, which includes two cold rooms — one for fluid, the other for ice cream, each 3,600 square feet — and about 6,000 square feet of drive-through receiving area and shipping and storing space.

A service building will house the steam generator, refrigeration compressors and the workshop. A one-floor office block, designed to accommodate handicapped people, has lunchroom, washroom and general facilities which will also double as community facilities in the evenings and on weekends.

Contest Included in Distribution's Energy Conservation Program



Valley retail drivers receive handouts from Retail Manager Russ Webb and then study ways to save fuel.

A year-long contest designed to underscore energy-saving driving habits is the main bout on the Distribution department's 1981 fight card on fuel prices.

Throughout the first months of 1981, Distribution supervisors presented an audio-visual program to the Association's drivers, outlining five areas of potential savings:

- starting and getting away
- idle control
- shifting
- road speed management
- traffic handling.

The program has two objectives: to decrease the amount of motor fuel required to distribute each hundred-weight of product, and to increase the number of pounds of product distributed per man-hour. Nineteen groups have been established in the department, with each group to receive regular statistics on its performance in these two areas.

Those first set of statistics are now available, the scoring a result of two rankings:

- Teams are ranked from 1-19 by percentage change in fuel used, with the top team receiving 19 points, the bottom team one.
- Identically, teams are ranked and points are allotted based on percentage change in the number of pounds of product distributed.

The standings to date:

- Prince Rupert/Kitimat 37
- Al Hughes' group 33

— Terrace/Smithers/Hazleton/ Burns Lake/Vanderhoof	30
— Victoria/Nanaimo	29
— Mike Vinter	29
— Penticton/Kelowna	27
— Williams Lake/Prince George/ MacKenzie/Quesnel	26
— Don Hobbs	22
— Dan Brand	20
— Harold Hughes	19
— Courtenay/Powell River/ Sechelt	18
— Kamloops/Cache Creek	18
— Rod Neil	15
— Bill Morton	15
— Wilf Graham	14
— Port Alberni/Campbell River	13
— Orest Bochon	8
— Mel Hand	5
— Gerry Bennison/Wayne Brown	2

Meanwhile, the department continues to search for energy savings in other ways:

- In the next three months, one home delivery truck will be converted to propane fuel for a six-month study.
- Four other retail trucks have been equipped with bulk-head door switches which automatically shut off the motor and the electrical units once a driver enters the refrigerated compartment.
- A futuristic-sounding device — a fuel ionizer — has been placed on a handful of FVMPA vehicles to test the effect of electrically charged particles on combustion efficiency.

Visual Ability Varies

Distribution's Fuel Conservation Program demonstrates that the faster you go, the less you save. It's also true that the faster you go, the less you see.

That, in a nutshell, is a message from the Canadian Association of Optometrists, who, like FVMPA's new program proponents, are suggesting drivers check their own habits on the road.

For instance, at 100 km/h a driver's field of vision has already narrowed to twenty-five percent of its normal capacity. Vision naturally focuses on the area immediately ahead, spiralling in towards a 'bullseye' as speed

increases.

The Optometrists Association may also have put their finger on another problem that has long plagued drivers who travel long distances — fatigue. It appears the eye can become 'bored' since the 'bullseye' effect of high speeds forces the eye to concentrate on a very limited area. The resulting visual fatigue can lead to a sloppy interpretation of the visual information being fed to the brain.

So, to the list of driving suggestions in the new Distribution program, add this one: good visibility and good vision are crucial to good driving. (Excerpts from **Safety Canada**)

A Worldwide Workshop

Remember that small crisis at work when you discovered, gratefully, that a fellow employee had previously worked at an office equipment firm — and yes, he said, he had fixed a typewriter before which skipped spaces like that. In some way, everyone brings extra skill and savvy to a job or a responsibility. **Luigi Farina's** Workshop staff on the afternoon shift, responsible for maintaining production machinery and truck refrigeration equipment, all joined FVMPA with a worldwide range of talents and travels.

Derek Young served two apprenticeships in England, one in the auto industry, the other in the mining field. Following his immigration to Canada and his work with General Motors in Oshawa, Derek travelled all over Europe and extensively through France as a Michelin Tire supervisor, receiving training so that he could in turn teach operators at new plants in Nova Scotia.

Back at General Motors, the many long hours convinced him to move again, this time to B.C. and FVMPA.

Joe Hansl's start at FVMPA in 1975 followed a series of stops and experiences. Born in Czechoslovakia, Joe began work there as an apprentice machinist at a factory manufacturing heavy equipment and tanks.

Dismayed by post-war conditions in Czechoslovakia, Joe immigrated to Lancashire, England, working in textile mills and brickyards under a British government immigration policy.

After moving to Canada in 1954, Joe first spent some time as a junior engineer on the CPR ferry Princess of Nanaimo and then worked in the aircraft industry in Toronto, producing wings for the DC-10 and DC-9 planes. The stringer of the wing — the one-hundred-foot-long main support on which the skin of the wing was rivetted — had to be made in one straight piece.

Al Draper's work experiences all took place in England prior to his move to Canada and FVMPA in 1975. The Liverpool native's apprenticeship in general engineering and machinery maintenance prepared him for work on ship telegraph systems and power tools.



From left to right, Workshop's Joe Hansl, Derek Young, Tony Johnson, Al Draper, Andy Elrick and Lloyd Lonneberg.

After a few-years stint in the army, Al joined the largest dairy in Britain and then the Kraft Foods subsidiary there, maintaining many different wrapping machines.

Another native of England, **Tony Johnson** took his apprenticeship on the steam railways in Lancashire. He then joined England's merchant marine, looking after engines on cargo ships and travelling around the world for five years.

In 1967, by now a resident of Vancouver, Tony continued to work at sea, this time as an engineer on an Alaska cruise liner. Two years later, he started here.

Like Tony, Scotland's **Andy Elrick** joined the merchant navy after his apprenticeship. As an engineer there, his work with electronics led to a tradesman's job with Honeywell, the large computer company in Scotland.

Andy also worked with the Rank organization, a worldwide movie firm, as an engineer for electronic light and sound systems.

In Canada, he had various construction jobs, notably with Capitol Records, where he supervised facilities in both Ontario and California. When he came to B.C., a steel company also building a plant in California hired him as a design engineer for an effluent neutralizing plant.

Andy joined FVMPA this January, claiming that "this is the best job I've had since coming to Canada."

Lloyd Lonneberg also joined FVMPA in January 1981, preferring to settle down in one place after years of work in the B.C. construction industry. Lloyd's work experiences include installing hydro-generators, pulp and paper machines, and the Cyclotron nuclear equipment at the University of British Columbia. He's also performed repair work at shipyards and machine shop assembly lines.

With such a full range of work experiences, it is a compliment to the comprehensiveness of FVMPA's maintenance effort that these wayfaring Workshop employees enjoy the variety of their work here. Who knows, one of them might even try his hand at a tricky typewriter some day.

Places to See, People to Meet

Every year you check your vacation schedule, discover that your holiday time is fast approaching, and, echoing the man on the TV commercial, wonder fearfully, "What will you do, what **will** you do?"

Well, if you're in the mood to really do or see something different on your vacation this year, this section of the April **Milk Break** might spark your

interest in visiting some area of the world that has never made it onto your vacation map before. In fact, you just might need a map to find out where some of these places are.

While tourists agents can overwhelm you with how-to and when-to information for almost anywhere in the world, clearly word-of-mouth advertising through friends, relatives

and fellow employees sells many of us on vacation ideas. **Doug Wills** of the Burnaby Maintenance Shop, Ice Cream Foreman **Kurt Wiersing**, Sardis Branch Manager **Don Hobbs**, and Member Relations' **Verlie Bousfield** have some unique travel suggestions for fellow FVMPA staff members.

Kurt Wiersing, Ice Cream Foreman

Itinerary — Six weeks and 9600 miles travelling south from February to March in a Volkswagen van. After crossing the Mexican border at Nogales, Arizona it takes seven days to reach Guatamala City.

Cost — Transportation, rooms and meals cost a total of \$2200 for Kurt and his wife. In Central America, prices are cheaper, especially for gas, a bargain at 14¢/litre. You get one Mexican peso for a little over five cents, while the Guatamalan quetzalas is pegged to the U.S. dollar.

Accommodation — Rooms were affordable, many of them furnished in the Spanish-Mediterranean style. There are, however, interesting exceptions. In Antigua, Guatamala, for example, the Wiersings stayed in a hotel that "was out of a fairytale book," according to Kurt. Hacienda-style, the resort was built by a local Don as a week-end home for his wife. Furniture was shipped from an old Spanish castle, hot sulphur water pumped in from a volcano. For \$21 a day, including three meals, the Wiersings — the only guests in the hotel — were attended to by over 20 people. (See photo).

Milk break

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Food — The Wiersings are no strangers to Central America. Their recent trip was their fifth, and they've long since stopped bringing pills for meals — there is really no need for them. Meals include good local food like hot tortillas, tacos, black beans as well as, of course, tequila and beer.

Transportation — Over the last ten years, the roads have improved through Central America. A BCAA-like group called the Green Angels man the roads.



Do's and Don'ts — Suggested stops include: the very hot but very enjoyable Mazatlan in Mexico; the Libertad Market in Guadalajara, Mexico, a city-block treasure chest of gold, silver, leather and textile goods; picturesque Taxco, Mexico, the terraced city known for its silver; Oaxaca, Mexico, six thousand feet above sea level on a mountain top, home of a church-museum decorated in 24-karat gold, and near the ruins of Monta Alban, first built in 800 B.C.; and the old capital of Guatamala — Antigua, the City of Eternal Spring.

If you go to Central America, Kurt suggests you drive down as fast as possible, and then stay wherever you like for as long as you like on the way back. Also, be prepared for some games at the borders: when you hand

Doug Wills,
Burnaby Maintenance Shop

Itinerary — First two weeks of February in Santa Maria, Cuba, outside of Havana. Flight arrangements involve a flight to Calgary and then a charter to Havana.

Cost — \$1,000 in Canadian dollars per person for the entire two weeks, which includes airfare, hotel, and food. The Cuban currency is the peso, but there is nothing much to shop for, apart from some local handicrafts. Gift shoppers' lament: a box of twenty-five cigars costs anywhere from \$50 to \$125.

Accommodation — Very affordable, but sparse. Only a few hotels cater to tourists, offering very basic rooms with plain furniture and tile floors. The Wills stayed in a three-year-old hotel, the Marazul.

Food — Most meals include either chicken or fish, and many are served buffet-style.

Transportation — The bus system is reliable, with a bus leaving from the resorts to Havana every ten minutes. But, in a busy city of two million people, each bus stop sign is crowded with numbers. Without some understanding of Spanish, you could be in trouble. Bring a Spanish phrase book.

Do's and Don'ts — Since the days of the Batista regime, the glamorous Tropicana Club in Havana has been a

over your passport, slip in three or four pesos, when you get your driving permit do the same thing. Otherwise, you may have to wait for hours. Living in the border towns is very expensive for the locals, and officials will take turns at the border crossing pocketing that little extra money.



Verlie Bousfield, Member Relations

Itinerary — The Bousfields wanted to rent a cabin someplace where they could take their dog. They placed a want ad in the Gulf Island newspaper and a woman artist on Saltspring Island consented to rent them her house — as long as they looked after the pigs and chickens. The Bousfields then spent three weeks in July at her home on Saltspring.

Cost — Other than the rental payment and the ferry costs, living there wasn't any more expensive than staying at home.

Accommodation — If you don't want to take the time to rent a place, there are many resort accommodations and campsites available. Verlie thought Vesuvius, with its old-fashioned pub, looked like an interesting place.

Food — You should do some shopping prior to the trip to avoid the high costs of some market items — especially canned foods — there.

worthwhile tourist stop. Currently a night at the Club will cost you about \$25 each, including bus transportation. Beaches are breathtaking, offering miles of white sand. Many tours of the island are available, but be prepared to spend some long days; many bus tours last from early morning to eight at night.

In Havana, you can visit museums and art galleries for free. Otherwise, you can just spend time learning about a political culture alien to our own. The Russian influence is obvious, even in the names of the Cubans — Vladimir and Yuri, for examples. At government offices, when you convert your money into pesos, you're given a piece of paper stamped with the amount of money you have purchased. Without that stamped paper, you'll have trouble buying anything. And when you do buy, the vendor will note your purchase on the back of the paper.

Take all your personal hygiene items with you — you won't find toothpaste, shampoo and the like there. You can barter with the Cubans, too. They're friendly people, especially if you have T-shirts, jeans or running shoes for trade.

You might find the Cubans a little too outgoing; they like their music and television shows played loud. Finally, be prepared for delays at immigration. Getting into the country and through the paperwork took the Wills over two hours.

Wholesale Services' Supervisor **Roy Davidson** reports that the Holliday Tour Company offers all FVMPA employees a ten percent discount on their regular tours to Reno, Las Vegas, Disneyland and other sun spots. On short notice, greater discounts are available for the slow-filling trips.

Contact Roy Davidson (Burnaby local 306) or Shelley Deux at Holliday Tours (437-8525) for more information.

Fresh vegetables and fruits, though, are good buys.

Transportation — Delays are inevitable, if you leave on a weekend. Remember that you can make reservations on the Gulf Island ferry.

Do's and Don'ts — The Island is home for many art shows, antique shops, farmers' markets, and crafts displays such as pillowmaking and pottery.

There are also beaches where you can take your dog (but on a leash), boating marinas, bike riding trails (beware of hills, take a ten-speed), blackberry fields (in August), and — for the hardy — hang-gliding spots.

The Bousfields found many restaurants to avoid, but a 'funny-looking cafe' on the Fulford ferry dock became their favourite. The setting is picturesque, the boysenberry pie is country-fresh, and the hamburgers, well, even Verlie, a home economist, found them beyond reproach.

There are also lamb barbecues you can attend — there's always one following the sheep dog trials.



Don Hobbs, Sardis Branch Manager

Itinerary — A six-day drive in early March to Whitehorse and then to Dawson City, Yukon, 2450 miles from Vancouver. Return trip involved a bus ride back to Whitehorse and then a flight back to Vancouver. Total length of trip: one week.

Cost — About \$1200 for the week; life in the North is not cheap.

Accommodation — In the major centres, accommodation is good, but very expensive. Elsewhere, accommodation is just very expensive; a night's stay in the Pine Pass costs you \$30 — if you don't mind sharing a bathroom with four other units. If you do, a room will cost you over \$50.

Food — In late winter, many

restaurants remain closed, leaving the remaining restaurants free to declare open season on the meager bevy of tourists. Still, Don found the food very good, even at \$27.50 for a six-ounce fillet. A practical suggestion from Don: take along plenty of Dairy-Maid UHT Milk.

Transportation — The total fuel bill for the week was a hefty \$370. Forty percent of the fuel cost was for the last twenty percent of the trip, when gas prices reached more than two dollars a gallon. It's not true, though, that you need to pull a trailerload of spare tires to travel the Alaska Highway, for roads are actually in very good shape.

Do's and Don'ts — The high costs for accommodation, food and transportation are not prohibitive to those who want to experience the raw beauty of the region.

Don, however, recommends going in either late June or late August; rivers and lakes would be open by the former, nights would be cooler during the latter. Further notes: credit cards are accepted almost anywhere, and adequate camping facilities abound.

Don preferred Dawson City over Whitehorse. Dawson City, the little Barkerville-like town, would be interesting to visit in the summer months when it turns into Canada's only legalized gambling spot.



The date April 11, 1981 marks the fiftieth anniversary of **Earl Webster** and his wife **Bethea**. Earl, who now works two days a week in the Burnaby Stationery Department, talks about those fifty years and his experiences in the B.C. dairy industry.

"I was born in April 1907 in a house on the corner of Seventh and Granville in Vancouver, and attended a one-room schoolhouse at Seventeenth and Granville. When I was still quite young, my father rented 300 acres in present-day downtown Langley, and our family started dairy farming. During World War I, when manpower was scarce, I even missed two years of schooling to help out on the farm.

"In 1923, we moved to Sea Island in Richmond. Here, at the age of sixteen, I handled a horse-driven milk route after school for Eburne Dairy in Marpole — Eburne is the old name for the Marpole area.

"A year later I began work at the Arbutus Farm Dairy on the corner of Thirty-third Avenue and Arbutus. It's hard to imagine what it was like when you drive by the area now, but at that time I did two routes daily — six hours on, six hours off — for two years straight without missing a day, supplying milk to Vancouver's doctors and lawyers living in Shaughnessy. We had 38 cows at that Arbutus farm; once we lost one for seven days and found it in the bushes nearby, after it had given birth to a calf.

"Two days after leaving the Arbutus dairy in 1926, I received a call from Jake Grauer at Frasea Farms on Sea Island. He was short-staffed and needed a driver for a few days. Those



Earl is second from left above and in the middle below in these 1937 photographs of Frasea Farm's entire delivery operation.

few days turned into 30 years and three days, until Frasea Farms sold out to Richmond Dairy in 1956.

"If you asked me what's changed over the years, I'd reply, 'What hasn't?' I remember when you could buy 12 quarts of milk for one dollar; there was a chain of grocers known as Piggly Wiggly stores that sold a loaf of bread and a quart of milk for a total of 11 cents during one of the price wars.

"From the time I started at Frasea Farms, I never missed a day's work until April 11, 1931 — the day I married Bethea. I remember how I met her. On Sundays, children would often ride with me on the route. One day in 1929, one of the children waved to a girl — his sister Bethea.

"Years later, when we were married, she came along with me one night on my route. In those times, there were no doors on the trucks and she got so cold that night that I had to drain the radiator to fill a hot water bottle for her.

"There was fierce competition for dairy customers on the routes back then. I guess there must have been over 50 dairies in Vancouver at one

time; nearly every farmer in Richmond, for instance, delivered the raw milk he had just milked from his cows to his Vancouver customers. An area bordered by Main Street, the University, Twenty-Fifth Avenue and False Creek would constitute one route.

"I delivered to my route every night before seven in the morning, collected from my accounts later in the day, and in between those jobs washed bottles and helped plow back at the Frasea Farm.

"And the routes weren't always safe, either. I remember a group we dubbed the Blue Sedan Bandits, men in blue Buicks, notorious for robbing milkmen.

"I was a supervisor of Frasea's routes when the dairy was sold in 1956. In 1960, Richmond Dairies was purchased by Jersey Farms, and 10 years after that the retail section of Jersey was bought by FVMPA. I retired from the Association in 1972, but returned to help out part-time, first in Home Services and then in Stationery for the past seven years."



Production Trainee

Production management trainee **Jerry Hrabar** has been working in the different departments at Sardis during March and April, looking into all aspects of the dairy industry.

Since his school summers, he has worked for FVMFA; from that experience he became interested enough to take Food Sciences at UBC. He graduated in April 1980, worked for Empress Foods for a few months but then decided 'Best of all it's Dairyland' for him. Jerry started at Burnaby in November.

D.I.C.U. Elections

At this year's Dairy Industry Credit Union annual meeting, **Walt Moran**, **Ted Salmon**, **Bob Simpson**, and **Barry Craine** were re-elected to three-year terms as Directors on the Board.

On the Executive, **Walt Moran** will serve as President, **Doug Wilson** as Vice-President, and **Bob Simpson** as Recording Secretary.

The Burnaby Park Room and Cafeteria were made available by the Association for the annual meeting. **Walt** reports a good turnout of about 100 members.

Nostalgia

Len Nicol of the Burnaby Shipping Department has a copy of a November 1933 *Penticton Herald Shopping News*, which includes an advertisement from the local co-operative store. As advertised, creamery butter cost 22¢ a pound, eggs 28¢ a dozen, and a 100-pound 'sack of spuds' \$1.60.



Delivering A Little Extra

Eleven-year-old *Times-Colonist* paperboy **Kevin Sankey**, son of Victoria relief driver **Ernie Sankey**, may have saved the life of an 86-year-old man last month with some quick thinking.

Kevin was on his evening route when he discovered the man lying on his front lawn. It was not known how long he had been lying there because the property is surrounded by a high hedge.

Kevin immediately ran to a neighbour to summon help and call for an ambulance.

Letters from School

Burnaby retail drivers **Steve Robin** and **Kelly Ingram** visited a Grade I class at Williambridge School in Vancouver and then were thanked — in writing — by the interested students. One child wrote, "I learned that you can milk cows by hand." Another expressed thanks and then signed "I'm getting tired of writing this letter. Good bye."

Interest Rate Increased

Effective April 1, the interest rate on all outstanding Canada Savings Bonds has been increased to 13.75 per cent for the seven-month period ending October 31, 1981. The rate of return for each subsequent year to maturity will continue to be 10.5 per cent.

The increase will apply to all 11 outstanding Canada Savings Bonds issues, including the 1980-81 series, which went on sale last fall and are now being paid for through payroll deductions.

Directions from Dairyland

A group of four American tourists wrote Burnaby Retail Driver **Lawrence Millar** to thank him for getting their recent trip to Vancouver off to the right start. They were lost in the airport freight area and Lawrence's helpful directions, they said, confirmed the reports about friendly Canadians.

Let's Make a Deal

In their continuing but elusive search for fame and fortune (preferably fortune), **Roz Lincoln** and **Pat Dill** of the Printing Department, Laboratory secretary **Betty Lou Strachan** and **Lani Bartley** at the Burnaby front desk recently tried to get on the *Let's Make a Deal* show, taped in West Vancouver.

When the show started, Roz, Pat and Lani were far from the maddening crowd and only Betty Lou was selected for the trading floor.

The cowgirl-costumed Betty Lou, though, drew blanks all evening, unable to get Monty Hall's attention.

Too bad, girls. Too bad for Monty, too; he could have had his picture in **Milk Break**.

New Snack on a Stick

Dairyland has agreed to purchase the flavouring, packaging and cartons for a new Popsicle Industries product called 'Good n' Puddin'.

Good n' Puddin' will be marketed beginning in May in two flavours: chocolate and butterscotch.

Popsicle Industries of Burlington, Ontario is offering the product, as well as a newly-designed package and merchandising and promotional aids, to all its dairy clients. For FVMFA, the name 'Dairyland' will be printed beside the highly visible 'Popsicle' name.

Trial batch tests have indicated the quality of the new dairy product, which will be competing against a vegetable-based pudding novelty item recently introduced as General Food's first venture into the novelty-on-a-stick market.

Good n' Puddin' will strengthen Dairyland's freezer cabinet share position in the stores as well as increase the volume produced on the Vitaline machine.

This **Workplace** article concludes a two-part report on the nature of FVMPA's workplaces; on 'the way things work around here'. Our Distribution, Laboratory and Farm Services, Member Relations, and Marketing departments are featured this month.

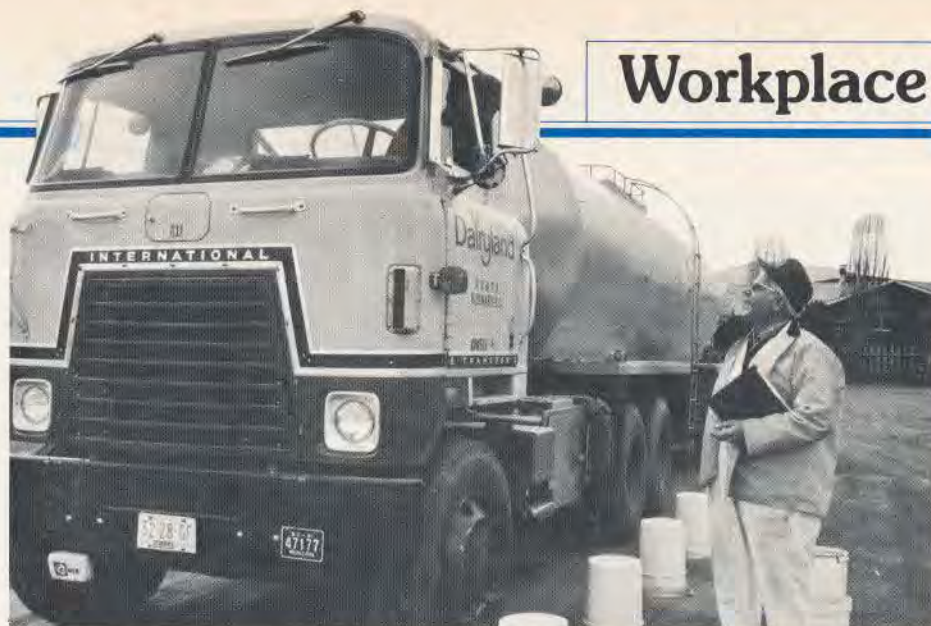
There are, of course, other dairies distributing milk in B.C., but no other dairy covers all the areas FVMPA does. Contends **Randy Williamson**, Assistant to Distribution Manager **Bill Hawes**, "We cover the province better than anyone."

Twenty-seven depots throughout B.C. employ over 200 employees who are actively involved in sales as well as distribution. The newest depot in 100 Mile House begins operation next month the way that most of the others started — one man, one truck and a 'plug-in' depot.

FVMPA's branch system divides into three districts: Vancouver Island, Okanagan-Cariboo, and the Northwest. In all areas outside of the Lower Mainland and Sechelt — where we distribute directly — we hire haulers to deliver our products to the branches and then use our own trucks to distribute to our customers. Other dairies may not handle their product again after contracting out to a private company, but a large part of FVMPA's success depends on service — the kind of service that demands total product control.

A commitment to service is the reason FVMPA has been distributing frozen foods since 1964. In Northern B.C. and throughout Vancouver Island, we have established branches partly through a series of mergers with distributors, some of whom carried frozen foods. As a convenience to our customers, we've continued that service, and we're now distributing more frozen foods to more areas of B.C. than any other dairy, states Marketing Co-ordinator **Jim Kerr**.

Our Lower Mainland distribution system includes both wholesale and retail departments. About 100 wholesale truck drivers deliver to over 3,000 accounts, while about 170 retail drivers provide the only home delivery service in this area of B.C. A dedication to service is the reason many additional products such as soap, eggs, and cheddar and cream



Tank milk receiver **Ron Carmichael** trains **Russ Flanders** at Sardis. Below, **Jean Wate** tests UHT milk at Abbotsford.

cheese are available through home delivery.

FVMPA also employs drivers in the Laboratory and Farm Services Department to pick up milk from the Association's farms exclusively. While the other B.C. dairies hire hauling lines to receive their milk, at FVMPA **Keith Miller** supervises a team of tank milk receivers who work for our owner-members rather than for private companies.

Four field representatives also provide exclusive service to members. One of the representatives, **Al Kroeker** notes, "We were at a meeting of equipment dealers and dairymen in Western Washington lately, and they were all impressed by the range of services we offer to our producers. They didn't have those services in their co-operatives. And, talking to our representative at Bashaw, **Angus Braseth**, he believes there is no one in that part of Alberta doing our kind of work there either."

Similarly, FVMPA's three bacteriologists, six technicians, three food scientists and two microbiologists provide members with exemplary laboratory services. Two of the staff, **Gail Christy** and **Nancy Baillie**, are the only two people anywhere in Western Canada working full-time on research and development.

A Member Relations staff provides FVMPA producers with services that are usually unavailable to other producers shipping to private dairy companies. Information travels regularly and efficiently between the



seven-man Board of Directors and the 2,000 members through a series of local and general meetings and farm visits and the bi-monthly magazine *Butter-Fat*. All are intended to keep our members aware of what happens to their milk.

The Marketing department has made that milk and its many by-products B.C. favourites. Our marketing area, in fact, extends to the Lakehead region of Ontario with Pacific Milk and Armstrong Cheese products. By far the most extensive dairy in Western Canada, FVMPA markets more products to more people: fresh pudding, whipped butter, and natural yogurts, for examples.

Through our Marketing Services department, we do more than put the product on the shelf; we motivate the consumer to buy. By co-ordinating and planning our marketing, FVMPA provides more back-up support — merchandising, advertising and public relations — than do our competitors.

New Interlock Program: Assistance When You Want It

Fraser Valley Milk Producers' Association, Automotive Lodge 1857, Teamsters Local 464 and Operating Engineers Local 882 have all endorsed an employee assistance program called 'Interlock'.

The non-profit project of the Alcohol and Drug Dependency Society of B.C. provides free, confidential and voluntary assistance for you and your family to help resolve difficulties that affect your personal life or ability to work. As a neutral, outside organization, Interlock acts as a link between troubled individuals and community services; it does not get involved in the counselling process itself, but turns to qualified people outside the organization.

Interlock co-ordinators **Terry Burke** and **George Grant**, who offer assessment and referral of personal problems, indicate that most of their referrals are self-initiated. At times, a supervisor or a union representative may encourage the use of the program when a performance problem develops, realizing that personal problems may be affecting the job. The supervisor, though, will not attempt any diagnosis or counselling; that kind of help, when desired, Interlock will find and supply.

Anyone with people responsibility at FVMFA has already completed an education session which teaches exactly these points about Interlock's confidential employee assistance service. FVMFA and union representatives will guide the program but will not be made aware of people who use it. Any of these people can



Interlock co-ordinators George Grant (l) and Terry Burke.

provide you with more information on Interlock:

Howie Stevenson, Office Co-ordinator
Dave Lomas, Payroll and Industrial Relations Manager

Tom Low, Member and Employee Relations Manager

Omer Tupper, Personnel Manager

Denis Howe, Teamsters

Bill Kadie, Operating Engineers

Barry Greenwood, Automotive Lodge

One of the members of this co-ordinating committee, Member and Employee Relations Manager Tom Low, describes the preventative nature of the program. "The question will be asked, 'Does FVMFA have a problem that they're trying to solve?' No. The program is available to FVMFA

employees because we all live and work in today's society, and today's society is not always easy to cope with.

"We're not saying we as a group are any better or worse than society's norm. This program is just a means to place any number of people in touch with existing community services that can help them resolve their problems."

If the problem is alcohol then outpatient or even residential treatment may be recommended. Marital problems may demand legal counsel; debt counselling can help those with financial problems. Again, in all cases, everything is strictly between the employee and Interlock.

Moving In . . .

After almost a week on the highways across Canada, Little Alfie, the nickname for FVMPA's new continuous cheese-making equipment, has arrived at Abbotsford from Peterborough, Ontario.

Little Alfie spent its last night on the road at Cache Creek. At the

Abbotsford plant, a Johnston Terminals moving crew spent a full day unloading the modern equipment onto the dock and then into the cheese room.

While the bottom section of Little

Alfie weighs in at around four tons, the top section weighs twice that much. It was moved into the plant with less than a foot of free space overhead.

A section of one of the walls of the cheese room was removed to make way for the equipment.



Bottom part of Little Alfie cheesemaking equipment is moved from truck to plant dock.



Careful maneuvering also preceded part two of Little Alfie's move into the Abbotsford cheese room.



. . . And Moving Over

Some changes are being made to the main floor of the Burnaby office to accommodate the new Tandem computer system, scheduled to be installed this summer.

The expanded computer system will have its own air conditioning system, independent of the one servicing the rest of the office. The modern equipment also calls for increased security measures.

New Product, Well-Known Name



Four flavours of Nature's Treat Ice Cream — plain honey, carob chips and nuts, carrots, raisins and walnuts, and granola and raisins — will be introduced in late May.

Nature's Treat Ice Cream, containing only totally natural ingredients, will be available in the consumer package size of 500mL,

cream in the B.C. market, and we think we have a superior product. The flavours are unique, the butterfat percentage is 14%, and the fact that the product is frozen means that its life expectancy is as high as our other ice creams."

The product, though, will not compete directly with Dairyland's

— Nature's Treat Ice Cream

and in 2½-gallon tubs for the Big Scoop outlets and the over one hundred other scooping operations the Association services in B.C.

"We're hoping for distribution throughout B.C.," comments **Wayne Taylor**, Merchandising and Promotions Co-ordinator.

For the health-store trade, the product will be sold and packaged under a private-label brand name for Avalon Dairies, who will then distribute it within that market. FVMPA will market the Nature's Treat Ice Cream brand name to its regular accounts such as supermarkets, chain stores, and smaller independent stores.

Outlines Taylor, "While Avalon will use its experience with the health food trade to convince those retailers that this is the finest natural ice cream on the market, our objective at FVMPA will be to obtain as many listings as possible for Nature's Treat Ice Cream. If we can get as many listings for this product as we have for Nature's Treat Yogurt — positioning in virtually every major supermarket, in other words — we'll maximize our sales potential."

To take advantage of the path Nature's Treat Yogurt has already cut into B.C. food stores, the new ice cream has also been named 'Nature's Treat'. Explains Taylor, "We want to carry the Nature's Treat brand name awareness and preference into the ice cream program. By brand association, we believe that the quality image of the yogurt will be given to the ice cream."

While Taylor concedes that brand name extension can at times be dangerous — the product might fall short of consumer needs and backfire on sales of Nature's Treat Yogurt — he has confidence that Nature's Treat Ice Cream will live up to expectations.

"There's only one other natural ice

premium brands, 1886 and Extra Rich. Taylor admits that some of our regular consumers may swing to buy the new product, but he points out that since 1886 is not available in the 500mL size, Nature's Treat Ice Cream may potentially fill a void in the marketplace.

The new product was first considered at the same time as Nature's Treat Yogurt, but it was felt then that the natural yogurt market was the stronger of the two. This past summer, a consumer test conducted in Big Scoop outlets determined both product acceptance and consumer reaction to the higher price — due to ingredient costs — of the natural ice cream. The results were promising. "In fact," adds Taylor, "the Big Scoop operators have been clamouring for the product since the test."

"The product launch itself, however, is also a test situation. Our objective is to sell 150,000 units in the first twelve months and then to look into extending the line very quickly — to increase our production volumes to the point where more than four flavours are feasible."

"But we have to consider also the ice cream market as a whole, which is not growing much right now — only about 1% per annum. By introducing this new line, we are trying to increase market share rather than increase total size of the ice cream market. We have a number of factors working in our favour: no other natural ice cream will get our kind of marketing, distribution and quality control emphasis; and natural food itself is no longer perceived as just a fad."

A restricted marketing plan is now ready, with radio advertising scheduled to begin June 1 on Vancouver and Victoria radio stations, and point-of-sale material made available to consumers and customers. The leaflets will contain information on product ingredients and their derivations.

Annual Safe Driver Awards Night

For the fourteenth year, FVMPA has commemorated wholesale, retail and tanker drivers who have demonstrated ten or more years of safe driving. This year's group of eighty-eight drivers has an accumulated total of 1,466 safe-driving years (about 540,000 days!)

The 1980 winner of the General Manager's Trophy, presented to the

supervisor of the group with the highest total consecutive driving days free of preventable accidents, was Wholesale Route Supervisor **Wilf Graham**. Graham's group registered 205 consecutive days — the best total since 1977 — in winning their third trophy (1970, 1971, 1980). It becomes the only group to have won the trophy more than twice.

FVMPA President **Gordon Park** and Assistant General Manager **Norm Tupper** offered their congratulations and appreciation to the group. Guest Des Vosper from the Motor Vehicle Branch complimented the drivers "on doing a job that gets more and more difficult every year."



Wilf Graham accepts trophy from FVMPA President Gordon Park.



Motor Vehicle Branch's Des Vosper models his present from Safe Drivers' group.

10 Years

Gordon Brown (Courtenay), Alf Edinger (Burnaby Retail), Ron Elliott (Burnaby Retail), Morris Gell (Burnaby Retail), John Grant (Courtenay), Wes Hamilton (Kamloops), Ed Hopko (Sardis Retail), Don MacKay (Sardis Farm Pick-up), Art Sandstrom (Abbotsford Farm Pick-up), Bill Sedar (Burnaby Farm Pick-up), Tony Swain (Valley Retail).

11 Years

Bill Barnes (Valley Retail), Art Clark (Burnaby Wholesale), Andy Daoust (Burnaby Wholesale), Harold Gross (Valley Retail), Lawrence Millar (Burnaby Retail), Ed Novakowski (Burns Lake), Jim Pummell (Burnaby Wholesale), Joe Rollheiser (Sardis Retail), Art Wagner (Abbotsford Retail), Pat Warwick (Farm Pick-up), Mike Wolosnick (Burnaby Wholesale).

12 Years

Jim Boyd (Sardis Wholesale), Sid Comley (Valley Retail), Harvey Hewitt (Valley Retail), Stan Johnson (Burnaby Retail), Larry Kostiuk (Valley Retail), Bob Lawes (Burnaby Wholesale), Ally Muglich (Sardis Interplant), Ike Reddecopp (Abbotsford Farm Pick-up), John Snyder (Burnaby Retail), Frank Storoshenko (Burnaby Retail).

13-14 Years

13 — Rene Cordonier (Kamloops), Vic Dick (Burnaby Wholesale), George Driediger (Burnaby Wholesale), Mike Lamb (Burnaby Wholesale), Bob Sibley (Burnaby Wholesale).

14 — Les Barnard (Sardis Farm Pick-up), Gord Bremner (Williams Lake), Jake Fast (Abbotsford Farm Pick-up), Norm Jago (Abbotsford Farm Pick-up), Steve Williams (Burnaby Wholesale).

15 Years

Arnold Bellamy (Burnaby Wholesale), Don Hanson (Williams Lake), Bruce Harker (Penticton), John Malm (Burnaby Wholesale), Bill Webster (Burnaby Wholesale), Bill Whyte (Burnaby Wholesale), Fred Yeomans (Abbotsford Wholesale).

16 Years

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

18-20 Years

18 — Ron Flash (Burnaby Retail), Jack

Fosti (Prince George), Al Hall (Burnaby Farm Pick-up), Walter Harnett (Burnaby Wholesale), Stan Noga (Burnaby Retail).

19 — Dan Brayfield (Valley Retail), Marshall Currie (Sardis Wholesale), Doug Miller (Sardis Farm Pick-up).

20 — Ron Carmichael (Farm Pick-up), Bill Cunningham (Burnaby Retail), Joe Gray (Burnaby Wholesale), Malcolm Hayton (Sardis Interplant), Jack Scott (Burnaby Wholesale).

21-22 Years

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

22 — Bernie Anderson (Sardis), Doug McLellan (Burnaby Wholesale), Walt Olleck (Sardis Pick-up).

More than 22 Years

23 — Richie Elvin (Hope), Sheldon Forsyth (Sardis), Walt King (Burnaby Wholesale), Stan Wilson (Valley Retail).

24 — Gord Johnston (Valley Retail).

25 — Bill Woollett (Sardis Wholesale).

27 — Al Sawatsky (Sardis Wholesale).

29 — Stan Bagot (Burnaby Retail).



"You haven't fastened your seat belt."



Inaugural ten-year safe drivers (l to r) include Art Sandstrom, Don MacKay, Alf Edinger, Ron Elliott, Tony Swain, Morris Gell and Ed Hopko.



Above, Mike Bissell coaxes Jake Fast and Hank Reger into the reverse draw betting. Middle right, busload of Sardis drivers line up at check-in table.



Milk break

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

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420-6611



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA



Betting corruption is exposed, as Randy Williamson accepts money from Bob Catterall before the actual draw. Stan Bagot is the innocent witness.



Sardis office cashier **Vivien Edwards** recently had a collection of her pictures on display at the Galley n' Gallery Theatre Restaurant in Chilliwack. In this month's **saycheese** feature, she talks about her talents and her background.

Has art always played a big part in your life?

Not really. I didn't take any formal art courses or art tuition when I was young. In fact, I didn't even work in art programs at school — I wasn't pushy enough, I suppose.

I just started drawing to express the way I feel about the things around me. I was born in a small village outside London, England and grew up with an appreciation of nature.

Actually, it was the sketches of nature that I included with my school assignments that were first noticed; the best grades I received were for assignments that included natural art.

Did anyone encourage you to take art more seriously?

My aunt is an artist, and, when I was young, she urged me to draw more often. But it wasn't until 1975, when my husband and I and our two children moved from England to the Fraser Valley, that I met someone who really inspired me.

I started work as a housekeeper for

Melodie Elliott-Clark, a well-known local artist and a quadriplegic. Her paintings — and her love of painting — sparked my interest. We sometimes sat and painted together. Through Melodie, I was introduced to the proprietor of the Galley n' Gallery, which was then just a regular restaurant with local art on the walls.

Was that where your first pictures were displayed?

Yes, three years ago. Through that exposure, I began doing more work. My latest show at the Galley n' Gallery was entirely mine for the first time. The theatre now features one artist during each production.

How was your recent show received?

Very well. I displayed twenty-six pictures — nine drawings and the rest water colours — and sold ten during the preview, three more during the show, and now have definite commissions for nine others.

So painting now must occupy much of your time.

I was painting almost every evening before this show, but usually, I spend about four evenings a week painting for a few hours after work, depending

on my inspiration. I sketch on scraps of paper and take lots of photographs to get ideas.

Art is so very much a personal achievement. How do you feel about your own work?

Well, I only frame about fifty percent of what I do, and then I hang my work in my home for a while. If I myself can't live with it, then it won't go any further.

I named my show 'Significance' because in my work I look for things that have significance to me, either in terms of shape, texture, colour, or sentimental value. For example, I drew a picture of some trees at a park in Sardis — trees that are native to East-Central United States and that I've never seen anywhere else.

I try to get things on paper before they're gone; to capture and hold on to delicate images.

I love painting, but I don't spend much money on it. I use a very old paint box that I picked up for only pennies at a garage sale, and I set up my painting on the dining room table, rather than on an easel, much to my husband's dismay, I must add.

Five years ago, I wouldn't have believed what was going to happen to me. It wasn't in my wildest dreams to ever sell my own work. I guess encouragement was all I needed.



Retirement

Bernie Anderson of Sardis is retiring a few years early, after over twenty-six years with FVMPA as a Route Salesman. He has no special plans for world trips, but just intends to "mess around at home." He'll spend time with his wife Fran and 'The Fonz', their toy poodle.

Marathoner

Congratulations to Valley driver **Tony Jongedyk**, who recently finished seventy-third in this year's Vancouver International Marathon, which attracted over 2100 official runners.

Tony became interested in running four years ago. Today, he averages seventy-five miles a week, increasing to one hundred miles a week during training for marathons. His latest Vancouver run was his fifth marathon. Tony's time of 2:45:12 is under the qualifying time of 2:48 for the Boston Marathon — his ultimate goal.

Next year, when Tony has his fortieth birthday, he will leave the 20-40 year category and join the Master's Category, where his times should be very competitive.

June 3 is Census Day

Beginning on May 25th, Census representatives will be dropping off questionnaires at all B.C. households.

B.C. is expected to show the second-highest growth rate in the past five years of all the provinces in Canada. In order to record this change, Statistics Canada conducts a census every five years.

Neither Snow Nor Rain . . .

A mid-April Sunday morning snowfall and cold rain failed to dampen the spirits of 240 Vancouver Island boys who took part in the Dairyland Sportsmanship Soccer Jamboree in Duncan.

The boys were divided into sixteen teams, mixing players from Victoria to Campbell River in new playing situations.

The Duncan tournament marked the first time Dairyland has sponsored a sportsmanship soccer event on Vancouver Island.

Local organizers termed the weekend a complete success despite the weather. (Excerpts from *The Cowichan News*)



Photo from *The Cowichan News*



Photo from *Cowichan Leader*

Meanwhile, on the same mid-April Sunday morning, one-hundred-and-eighteen golfers set new records for persistence at the Dairyland Golf Tournament. During the course of the rainy day, some fine strokes were reported, (the backstroke to the clubhouse being the most popular).

Roger Ruddy and **Ron Flash** were first and second low net champions respectively. First low gross champion **Laurie Lyons** was followed by **Bob Penny**.

Major draw prize winners included: **Dan Fleming**, **Russ Webb**, **Harry Dexter**, **Bill Boland**, **Jack Pollard**, **Jim Harrison** and **Randy Williamson**.



Photos by Jan Campbell

Plant Services, 365 Days a Year

Ever wonder what empowers all FVMPA's production and refrigeration equipment? At the Burnaby plant, essential steam power and refrigeration services are provided daily by seven stationary engineers, all certified and licensed by the B.C. government under the Boiler and Pressure Vessel Act.

Hank Muije, Robert Hayhoe, Joe Alleyn, Henry Rhode, Craig Fedewa and Fred Pettersen all have their Class 3 tickets — prerequisites for any stationary engineer job here at FVMPA. Most of Burnaby's engineers obtained their qualifications through a series of courses, examinations and ticket upgradings, although Hank Muije and Robert Hayhoe received credit for many of the prerequisites through their years of service in the navy.

Paul McLain, who as Burnaby's Chief Operating Engineer has a 2nd class engineer's ticket, indicates that the classifications are based on a plant's boiler horsepower. "Our total horsepower capacity is 430 — two gas-fired boilers each at 215."

Burnaby's present boiler capacity reaches 360,000 pounds of steam per day. The steam generated supplies hot water, steam and heating for all of the plant and office facilities, as well as for the milk pasteurizing and pipe-cleaning processes.

Milk break

Next Issue

- ☐ Introducing another line of UHT products — flavoured milks.
- ☐ Gasti: What this machine means to our production, marketing and research teams.
- ☐ How do you shape up? An article on employee fitness.



Fred Pettersen (l) and Paul McLain are part of the seven-man stationary engineer crew at the Burnaby plant.

Chief Operating Engineer McLain has the full responsibility for the care and maintenance of the boilers and all related machinery and equipment. For the staff of seven, that includes starting up and shutting down the boilers, regulating hot water tanks and shutting them down when repairs are needed, maintaining air compressors and controlling air conditioning units.

The operating engineers also work on the plant's refrigeration systems. Outlines McLain, "Basically, refrigeration is a process in which heat is extracted from a product. Take ice cream production, for example. Ammonia is pumped into the six-barrel ice cream freezer as a liquid and turned into a gas by the heat removed from the ice cream. Then, the gas is drawn off by a compressor. This compressed gas goes up to an

evaporative condenser which changes the gas back into liquid ammonia, ready to be used again."

There are three separate refrigeration systems — low, medium and high — which all run at different pressures and corresponding temperatures to suit the requirements of the operation. "At times," explains McLain, "during the summer months, the extra heat puts an added workload on all the refrigeration systems to the point where we are running at maximum machinery capacity, which at the present time is approximately 800 tons."

Because of the delicate nature of working with any ammonia, operating engineers are also responsible for pumping out gases in a machine or handling leaks. On rarer occasions, the staff duties extend to dealing with power failures and even bomb threats.

"They are duties we can't neglect," states McLain. "That's why we take our coffee breaks and lunch breaks here. Our jobs are governed by a protection act that states qualified people must be on the job at all times. So we have a legal, liable responsibility for the jobs we perform."

Dr. Oh — Western Canada's Flavoured Milk

The Dr. Oh flavoured milk program, developed by FVMPA and Palm Alberta and supported by Alpha, North Alberta Dairy Producers and Dairy Producers Saskatchewan, begins this month in Western Canada.

While last summer, flavoured milk was introduced in Eastern Canada under the brand names Super 2 and Big M, FVMPA has discarded the idea of affiliation with either of these programs. **George Hrennikoff**, UHT Products Project Manager, explains why. "We believe we can develop a better program. Both of the product introductions in Eastern Canada positioned the product as a summer product, portraying users in California-lifestyle situations, and thus shutting out the product from the year-round markets of regular milks."

Once committed to the idea of a unique program for the Western Canadian market, the search for a name and a strategy for the new product began. Two agency presentations were made — one representing FVMPA, the other Palm Alberta — both with a suggested name and a suggested advertising campaign. Westcan Communications, the agency responsible for the Dairy-Maid and Super Socco commercials, was successful with its presentation, but had to abandon its intended name Mojo because it would have had to be purchased from a candy-bar maker who had already registered that name. Consequently, the name Dr. Oh, another high scorer in the research tests, was selected.

Outlines Hrennikoff, "The name Dr. Oh relates to the positioning we're giving the product — an alternate beverage to soft drinks for the ten- to seventeen-year-old market.

"We initially thought of flavoured



Actresses have some fun with Dr. Oh's strawberry flavour in the filming of the commercial.



milk as another soft drink, but we soon realized it would not be perceived as a soft drink, either by retailers or consumers. With no carbonation in our product, the best way to sell it would be as a soft drink substitute. That's why the name Dr. Oh, with its play on the soft-drink name Dr. Pepper, was chosen."

In all, dozens of names were tested on focus groups in Vancouver and in Calgary, including names like Blast, Moove, Spin, and Lift.

The name of the product, though, was only one of many considerations researched. The soft drink market itself and Dr. Oh's chances in this highly competitive market were also studied. States Hrennikoff, "Dr. Oh will be a UHT product right across Western Canada, and that makes it more competitive with soft drinks. It will have a long shelf life and be available in convenient single-serve packages — both strong points of any soft drink."

Research on the product itself concluded that 2% milk was the best formulation; more butterfat would make the product too filling, like a milk shake, while less butterfat would make it less nutritious. The four flavours chosen for the milk were vanilla, strawberry, chocolate and banana.

Hrennikoff continues the Dr. Oh history, "After those decisions, we had to remind ourselves that we were not going to position the product as milk, mainly because the milk property of the beverage is already accepted by the kids. Today, kids aren't turned off by milk; the success of the Dairy Foundation's advertising proves that. The marketing job, then, is not to try to sell kids on milk — that's been done — but to sell kids on a new, fun product that fits their lifestyle."

Advertising on both television and radio will indeed feature Dr. Oh as a

(continued on pg. 3)

Wings for his Weekends

Computer programmer **Dave Nieves** is currently spending his weekdays working on FVMPA's conversion to the Tandem computer system. His weekends, however, are a different story.

Dave recently bought his own airplane, a five-year-old Cessna 172. It's about thirty feet long, holds four passengers, and runs on a 150-horsepower engine that can "get you to Reno non-stop if you take your chances of running out of gas," Dave suggests.

He hasn't tried flying to Reno yet, but he intends to make that flight shortly. For now, his flights around the Pacific Northwest are proving well worthwhile after several years of renting a plane. "I started taking lessons in the summer of 1976," recalls Dave, "and obtained my license in 1978." After three years of renting, he decided the price of \$25,000 for the Cessna was a good investment. No more time limits. Less chance of equipment failing from the hard use of renters and students.

However, with fixed costs like insurance running to more than

\$1,400 a year, maintenance bills expected to run \$300-\$500 a year, and a major engine overhaul a \$5,000 expense, Dave has had to take on two limited partners to help pay for the upkeep of his plane.

It takes about \$2,500 to see a student through flight school on a private pilot course. That's the full, Ministry of Transportation regulated program with ground school and air instruction that puts a pilot at the controls of a single-engine landplane.

But Dave was not deterred by the high costs of flying. "It's just such a fantastic feeling," he relates, "and a challenge, too. Flying a plane is a precise, complicated, and risky task and there's always more you can learn. It's not like learning to drive a car; once you have your pilot's licence you can work towards your night flying endorsement and your commercial license to carry passengers.

"There's also the mobility your own plane provides. On the last Sunday in May, for example, I would have had to get up very early to rent a plane. Instead, I went out to my plane late in



the morning, took five minutes to get through light-aircraft customs at Bellingham — there aren't any border lineups for planes — then flew to the San Juan Islands, walked half a mile to a resort, and then flew back to Vancouver via Victoria that night. I was only gone for seven hours, and only in the air flying for two."

He concludes, "With most of us getting only two days off a week, you've suddenly widened your area of activity on weekends. That kind of mobility, to me, is a major selling point."

Two Firsts at 1981 Truck Rodeo

Retail's **Jim Masterman** and Wholesale's **Ron Bush** were winners at the 1981 B.C. Truck Rodeo, sponsored by the Canadian Association of Fleet Supervisors.

Masterman finished first in the Walk-In Van class, while Bush took top honours in the Tandem event. Bush also captured third place in the Straight Truck competition in which

another FVMPA driver, **Guy Martel**, placed thirteenth.

Another FVMPA double entrant was Sardis' **Harry Willms**, third-place winner in the A-trains and fourth-place finisher in the Tandem-Tandems. Sardis' **Ed Kemp** also competed in these two categories, ending up tied for fifth in A-Trains and sixteenth out of a total of thirty-six in the Tandem-Tandem group.

Others participating with Masterman in the Walk-In Vans were **Rod Deakove** (ninth place), **John Chase** (eleventh place), and **Ron Bjarnson** (twelfth place).

Besides all our drivers, our contestant in the Truck Rodeo pageant also had a successful day. Accounts Receivable's **Lori Noble** was chosen as one of four finalists for the crown.



At left, rodeo queen finalist Lori Noble poses with Doug Wilson. Guy Martel (centre) and John Chase (right) get ready for events.



Padgett Gets the Most out of T.V.

From his backyard, all you can actually see of the system is two structures: one 14-foot-square wood frame with an aluminum wire mesh, and one home-made feed horn pivoting on a rod about 20 feet in front of the wooden frame. The frame, acting as the antenna, is that size for a definite reason. "I needed an antenna that big," explains Padgett, "to pick up a strong signal — a narrow beam width. Currently, there are 14 domestic, commercial and T.V. satellites in the atmosphere, located 22,400 miles above the equator. They are spaced only 4° apart, so with a smaller antenna and a wider beam width I'd probably pick up two satellites simultaneously and have interference. The larger antenna lets me select the one satellite I want, uninterrupted."

At the front of the perpendicular rod structure is a feed horn that takes all the energy focused by the antenna into one small point. But first you have to find the signal you want. "You do that," states Padgett, "by rotating your feed horn and by physically repositioning your antenna a little bit."

The focused signals then go through a low-noise amplifier to pre-amplify them. "The satellite transmits with only five watts of power, so that by the time the signals get here I have to bolster them while also limiting the noise."

The second stage of the signal's

journey is through a down converter, a mechanism which converts these very high frequency signals in the 4GHz range to a much lower frequency range that can be fed through a standard coaxial cable and run into a home.

Next, a receiver demodulator unit converts the signals into audio and video, tuning in the 24 available channels on the selected satellite (each satellite can carry up to 24 channels). Finally, a remodulator unit converts these video and audio signals into a standard T.V. signal. The results: high-quality picture and stereo-like sound for a wide range of sports, entertainment and information programming.

The entire installation cost Padgett about \$3,400. Had he decided not to build his own, he could have bought a comparable system commercially for \$6,000 or more. "The technology of this system is less than five or six years old. Only that short time ago, the cost was \$25,000. Today, it's within the reach of the average working person."

While the technology has advanced dramatically, the laws governing this technology are stalled in a complex revision process. Meanwhile, when the communications giant R.C.A. beams up its next satellite to transfer services over from its present one, that new satellite will provide even better signals to Padgett. And maybe another two weeks of almost non-stop viewing.

The first result was that, for the first two weeks, he couldn't pull himself away from his television set. Now, less than two years later, a more encouraging result is that he finds his four-year-old son asking to go to MacDonald's less and less often.

What led to results such as these was **Brian Padgett's** self-installation of a satellite receiving system that lets him pick up a wide range of commercial-free television programming.

An employee of the Sardis Workshop, Brian became interested and involved in microwave technology as a technician at Lenkurt, the company up the street from the Burnaby plant that is now known as AEL Microtel. He started research into his own system a year ago.

Dr. Oh, *continued from pg. 1*

fun product. The television commercial includes footage of zany, old-time films, as well as an offer to kids to enter an own-your-own-phone contest. The contest, which will be backed up by radio and point-of-sale advertising, offers youngsters something they really want. "At that age," claims Hrennikoff, "there's nothing they'd like more."

Finally, how does Dr. Oh fit into FVMPA's plans for UHT products? In the short term, the objective is to sell 300,000 single-service packages a month, mostly through corner and convenience stores. Ultimately, the success of Dr. Oh would mean grabbing 3-5% of the fluid milk market without cannibalizing any of our existing milk sales.



The Gasti Machine — The People and the Products

The Marketing Story

In the late sixties, equipment much like our Gasti machine was breaking new ground in Europe. With it, single-portion milks, drinks, yogurts and desserts could be packaged and merchandised in convenient, ready-to-serve cups. In 1969, representatives from FVMPA joined other dairy managers across Canada for a tour of Europe's dairies.

An FVMPA survey of the B.C. market followed the return of that tour. It was now time to examine the market potential here for individual portion-pack products. What did restaurants, hotels, airlines, caterers, hospitals, schools and institutions think of the idea? What products in what sizes would they require?

The response from the food industry was encouraging. Outlines Wholesale Accounts Manager **Lee Alberts**, "We knew we had a market and we knew we had product advantages that we could sell to that market: Gasti products are sealed and fresh, reduce labour costs and waste, and provide control of products served."

Besides portion-controlled drinks and juices, yogurts and puddings — products that FVMPA had not marketed before — could also be made on the Gasti. With all these product lines in mind, FVMPA bought and installed a West-German-made Gasti in 1971.

As our production capability developed, our understanding of the market matured as well. Recalls Alberts, "At the beginning, we were able to convince the hospitals that there was a more efficient way than buying bulk or buying concentrate and reconstituting it into juice form. But, as we worked with the hospitals, we realized that, while our packaging concept was good, our package size and variety could be improved to better meet the hospitals' needs. For their purposes, they required milk in the 120-mL size. So we supplied what the market demanded, introducing 120-mL milks and new juices, like prune juice, for which we had no other market."

Another textbook marketing example was the introduction of Nature's Treat yogurt after both the Marketing and Laboratory research teams had talked — and listened — to consumers about the idea of a totally natural yogurt.

With all that attention to the market, the spectacular growth in sales of Gasti-cup products is not surprising (see chart). And it will continue to grow. "The problems we're solving for the food industry," says Alberts, "will continue to be its concerns in future years. We're finding, for instance, that our hotel customers are using the products not only for breakfasts but for their catering as well. CP Air, as another example, uses the products on all its international flights and in its cafeterias too."

"In fact, the concept of portion packaging is becoming more and more accepted throughout the food industry

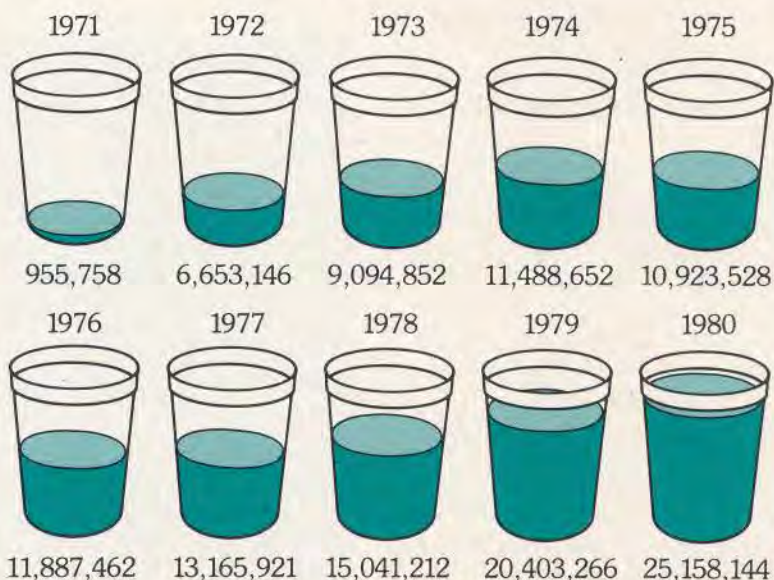
every day as products such as jams, catsups, vinegars, sugars and creams become available in portioned sizes. We're moving to meet the new needs as well. Recently we changed our portioned sizes of milks to 75-mL, 120-mL, or 250-mL sizes and, since 1978, we've expanded our marketing and distribution of juices and yogurts into the Alberta market."

The Production Story

The present Gasti machine on the production floor at the Burnaby plant is actually the second one FVMPA has purchased. The new machine, bought in 1977, is faster and can fill more products in more package sizes than the 1971 machine it replaced.

Kal Pedersen, the Gasti chargehand, gives some figures: machine speed is 250 cups a minute or 15,000 an hour; in an average two-shift day, 60,000 cups of milk and

Gasti-made products. Total cups.



Behind It



Marian Hovind (l) and Ilona Trellert (r) help package Gasti products.

65,000 cups of yogurt can be packaged.

Pedersen outlines the procedure. "Milk for portion packaging comes from pasteurized holding tanks, already in finished product form, and then is poured into cups. We usually run skim, 2%, homogenized, and chocolate milk — in that order — at the beginning of the day." The morning operator is **Fred Grabbe**, while **Marian Hovind** and **Ilona Trellert** assist in the packaging.

Pedersen continues, "After the milk runs, we clean and sterilize the equipment and prepare for another line, possibly Nature's Treat yogurt." Made on the production floor, this yogurt is pumped as a finished product into holding tanks behind the Gasti machine. From there, it enters first a pump that adds 2-3% culture to allow the yogurt to set and then a press that heats the yogurt to 34° Centigrade — the incubation temperature. A hopper above the filling machine then receives the yogurt.

"Each run," comments Pedersen, "starts with the plain flavour. After that, we use a fruit feeder beside the Gasti to pump the fruit base into the bottom of the cup. Each flavoured Nature's Treat yogurt has 24% fruit."

After packaging, the yogurt cups are put into trays of 20 each by an automated tray former and then shrink-wrapped and palletized. Once



on pallets, the yogurt is placed in an incubator to be held at 34° again for about three hours. This process allows the yogurt to set properly. After it is cooled once more, it is ready to be delivered as a finished product.

While the set-up is the same for Dairyland Sundae Style yogurt, Swiss Style pre-stirred yogurt is obviously made differently. Before this yogurt arrives at the Gasti it has already been both set to maintain the right acidity and cooled. Fruit is then added directly into the yogurt by a separate pump.

As well, puddings are made on the pasteurizing floor and pumped over to the Gasti machine. Pudding is pumped and packaged hot and then sent to a freezer to cool down quickly to prevent bacteria problems.

Juices are also packaged on Gasti — as many as 80,000 cups a day. The wide range of Gasti products keeps several different shifts working regularly. Operators **Brian Moore** and **Trev Thomas** are assisted on the afternoon shift by **Judy Kralj** and **Sylvia Lasic**.

Dairy-Jel Next in Line

A line of gelatin desserts for the institutional market will be produced on the Gasti machine beginning this August. The name Dairy-Jel itself, notes Marketing Services Manager **Don Winton**, indicates that the product is not a commercial one. Instead, Dairy-Jel will appeal to those in the food service industry who need ready-made desserts.

It was Wholesale Accounts Manager **Lee Alberts'** work with one of these institutions that resulted in an FVMPA study on gelatin. Alberts had observed Vancouver hospitals mixing, dicing and preparing their own gelatins and had suggested to our Laboratory Research team that the same product could be made here.

Outlines lab technician **Gail Christy**, "We had several suppliers submit samples. After that, we looked at our own production needs and decided to feed the gelatin flavour and colour right at the Gasti machine itself. That way the mix of gelatin, sugar and water arrives at the Gasti already hot and we can process a large order of fresher product all at once."

The four flavours — strawberry, lemon, lime, and orange — will be available in trays of twenty 114-mL cups. Potential markets include school cafeterias and B.C. ferries.

Meanwhile, research on other Gasti-made products continues. Christy notes "the emphasis on future research will be on yogurt-type items and desserts. The yogurt market continues to expand and we're seeing more and more producers switch to the Gasti-style cup. Sterility seems to be the main advantage."

Gasti, though, also has its own set of limitations. Cake or nut layers or graham-wafer crumbs cannot be added. Still, Christy comments that "a gourmet pudding dessert is possible." Whipped toppings and fruit-incorporated desserts might also be the subjects of future investigation.

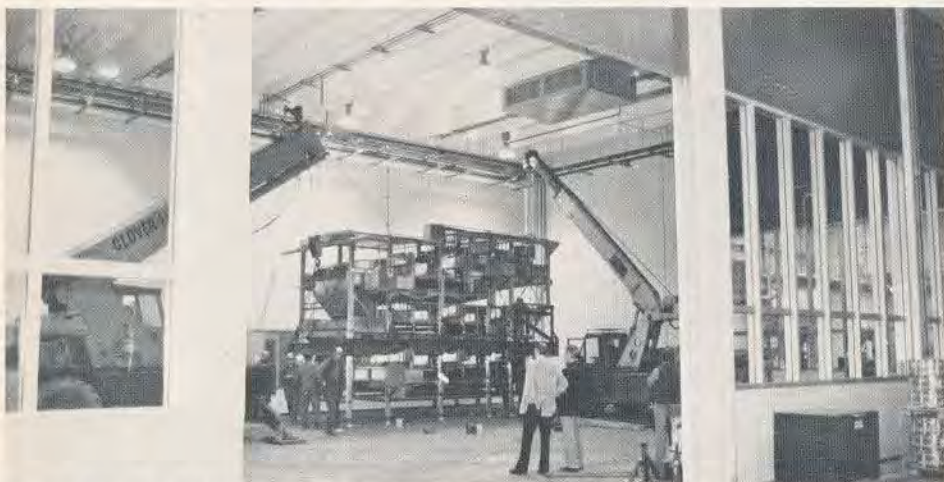


Photo by John Wegenast

News from the Abbotsford Cheese Room

Pictured above is part of the next stage in the development of the cheese room. The equipment is now being installed and will be ready for part-time operation in mid-June.

Production Manager **Grant Larkin** announces that **Ron Pelzer** has been appointed foreman of the cheese room. Ron will be responsible for the cutting and packaging of cheese at Abbotsford and will work closely with the Marketing department regarding supply and demand.

Ron has had previous experience in production and most recently worked in the Burnaby laboratory.



Appointment

Comptroller **Roy Moore** is pleased to announce the appointment of **Kenneth Bus** as Data Processing Manager.

Ken's extensive experience with Honeywell will help him assist the department's conversion to the new Tandem system. He will report to **Howie Stevenson**, the previous Data Processing Manager who will now co-ordinate special projects as well as continue to serve as Office Co-ordinator. Howie will also assist in the department's computer conversion planning.

Retirement

Vivien Edwards reports that **Stan (Sammy) Dobson** has retired after 32 years as a separator man at Sardis. On April 20th he laid down his giant wrench for the last time.

Sammy is going to play a little golf, pursue his interest in photography, and travel — possibly to England — during his retirement.

Remembering

Les Golman died May 13 after a lengthy illness. During the Second World War years, Les was known for his work on window displays at the Eighth Avenue plant. Later, he worked part-time guiding tours at the Burnaby plant. He will be remembered by his many friends at the Association.

Catching Up on News

Belated congratulations to Sardis evaporator dryer operator **Sam Frederick**, a recent participant in the Vancouver International Marathon. It was Sam's first marathon; in fact, it was the first time he had ever run that distance. A long-distance runner for the past year, Sam ran the marathon

in his intended time of three hours and 20 minutes and "still felt good at the finish."

Mixed Golf Tournament

The Dairyland Staff Fund's mixed best-ball golf tournament will be held on Sunday, July 5 at Nico-Wynd Golf Club on Crescent Beach Road in Surrey. The price of \$8 for Staff Fund members and \$9 for guests includes an invitation to organizer **Steve Hallock's** home for a barbecue afterwards.

There is a limit of 50 tickets available; see either Marketing's **Debbie MacDougall** or Retail Supervisor **Harold Hughes**.

Staff Picnic

Burnaby's Dairyland Annual Staff Picnic this year will again be held at Blue Mountain Park in Coquitlam on Sunday, July 19.

The rain-or-shine event will have games, food and prizes from 9 a.m. to 5 p.m. Organizers remind parents that there will be no registration of children at the picnic; all employees' children must be preregistered to be eligible for the attendance prizes. Please see Retail Supervisor **Harold Hughes** no later than July 14.

Appreciation of Staff

Quita Longmore arrived one afternoon at the Burnaby plant to pick up some juices for her Boy Scout group; she left so impressed with the way she was treated that she wrote, "I would like to commend your entire staff for their courtesy and cheerfulness. From the moment I opened the door and your receptionist **smiled** and asked if she could help, until I left, I was treated with the utmost courtesy.

"In this day and age, when so many people seem to be disgruntled, it was a pleasant treat to do business under such cheerful circumstances."

Now how's that for making your day?

Pearls from Earl

Some more historical material from Stationery's **Earl Webster**, subject of a **saycheese** feature several months ago. At his 50th wedding anniversary, some friends who attended gave Earl

skimmings

some press clippings dating back to his early days as a milkman. One ad in a 1939 Vancouver Sun took pride in a pasteurizing process which "bottles and caps the milk without it being touched by hand." Another ad asked customers, somewhat ingenuously, "If when offering you one of his products, a Frasea Farms milkman becomes over-enthusiastic, will you please excuse him?"

Savings Bonds

Here's more good news if you hold Canada Savings Bonds while purchasing them on the Payroll Savings Plan.

Effective June 1, the interest rate on all outstanding Canada Savings Bonds has been increased to 16.25% for the five-month period ending October 13, 1981 — the third increase for this year's issue.

This means that for the year beginning November 1, 1980, CSB holders will receive 11.5% for the first five months, 13.75% for the next two months, and 16.25% for the remaining five months.

Some Good Summer Advice

Now that summer is here, swimming pool safety should be practised anytime you're near the pool. **Randy Williamson**, Assistant to the Distribution Manager, speaks from experience when he urges anyone with a pool to make sure that trained people are always at poolside; Randy recently was able to think of the right thing to do when a baby boy fell into a neighbour's unattended pool.

Super Socco Promotion

Retail Manager **Russ Webb** reports that the initial Super Socco promotion on home delivery routes resulted in 44,000 litre-equivalents sold between May 25 and June 6, well above his expectations.

The top three routes, in order, were Valley routes: **Dave Hudson** and **Dave Moore**; **Harvey Murray** and **Tony Jongedyk**; **John Chase** and **Tony Jongedyk**. Fourth were Burnaby's **Sandy Smith** and **Tom Greer** and fifth were Sardis' **Ian Laing** and **Joe Rollheiser**.

Congratulations to all our retail drivers on another successful promotion.



B.C. Food Festival

FVMPA took part in the inaugural B.C. Food Festival, one of the largest festivals of its kind in the Lower Mainland this year.

With support from the B.C. Department of Agriculture, the festival was organized to display foods grown and processed in B.C. It attracted participation from all the major chains and grocery retail outlets and other high-quality B.C. suppliers.

During the June 2-5 display period, about 25,000 people sampled B.C. products, including our own Nature's Treat yogurt, Dr. Oh flavoured milk, and Super Socco. "The date of the festival," explains **Wayne Taylor**, Merchandising and Promotions Co-ordinator, "coincided perfectly with our recent launch of Nature's Treat yogurt and our upcoming launch of Dr. Oh. Super Socco was added as well because of the approaching summer market.

"The festival also represents one of about six or seven opportunities we get each year to have such open access to the general public's comments."

The use of two experienced demonstrators and our own pre-fabricated Dairyland booth provided a high-impact display that attracted some five thousand curious, potential new customers each day.



Problem Assistance

Here's an example of a family problem that came to the attention of Interlock from another employee assistance program. It's presented here to illustrate the range of problems that can be dealt with under your Interlock program at FVMPA.

A woman who worked in an administrative position called Interlock for help; her problems had piled up and she wasn't sure where to turn. After twenty years of marriage, she had decided to leave the family home and move into an apartment. Recently, it had been broken into; her husband, meanwhile, was calling her at work and pressing her to make a decision about the marriage. Under considerable stress, she had taken time off work to sort things out.

In her first visit with the Interlock co-ordinator, she gained emotional support and developed a plan to follow. While she dealt with the insurance claims on the stolen property, her entire family was referred to family court where they received counselling and legal service. Now, after the decision to end the marriage, she is involved in personal counselling to help her adjust to single life.

Interlock helped the employee sort out where to begin, putting her in touch with appropriate services. If you want to speak to an Interlock co-ordinator, call **Terry Burke** at 736-6771 or **Murray Krause** in the Prince George area at 564-9101.

How do you shape up?

This month's **Workplace** feature is an informative look at the topic of employee fitness.

Our places of work are changing; today over 50% of workers in the highly technological North American workplace are white-collar workers. With those changes comes a less arduous, more sedentary style of life. With them also, unfortunately, come new stress situations and new health hazards.

Dr. Tom Cureton's research of our cardiovascular system concluded that the average North American young man today has a middle-aged body. In fact, the trend of increased life expectancy evident since the 19th century appears to have levelled off dramatically in the last 15 years.

While statistics such as these are intimidating, one saving fact emerges: exercise is the principal way of correcting our contemporary health condition. Exercise pays, both for an individual and for a corporation. A study of fitness systems across the United States made these statements: the number of programs is increasing; benefits of a program always exceed costs; the improved health, decreased absenteeism and increased productivity result in an enhanced ability to recruit and retain personnel. A more specific study by Canada Life concludes that their participating employees are more alert and share a better rapport with co-workers.

But what physically happens to lead to such improvements? **Bill Hamilton**, Program Director at the Burnaby Y.M.C.A., explains, "A person's normal heart rate is 70 beats per minute — more if he happens to be overweight or smoke or drink coffee heavily. The more you exercise, the lower your resting heart rate becomes because, with exercise, your heart develops into a strong, healthy muscle that works effortlessly."

The muscles around the lungs are also exercised, opening up more usable lung space. More blood is produced, too — a quart more for the



Route Accounting's Betty Baxter (l) worked out on the Dynavite machine at the Burnaby YMCA. The Y's Bill Hamilton also tested Marketing's Gerry Campbell. Machine gives users a personal fitness rating.



average-sized man. Exercise enlarges the blood vessels, making them more pliable to pressure, keeping the lining clear of corrosive material, and preventing the blockages that result in heart attacks.

The list of benefits goes on: a relaxed digestive system that produces less acid in the stomach; a toned muscle system; a decreased cholesterol level. Probably the only problem with exercise is too **much** exercise, too soon. Hamilton suggests a way to start or restart your exercise program.

"Find your resting pulse rate per minute. Subtract that and your age from 220, which is your resting heart rate at birth. The number you get will be your maximum working heart rate, and you should begin exercising at 65-70% of that rate.

"During physical activity, test your pulse rate quickly — for six seconds, and multiply by 10. The more you exercise, the faster you'll return to your resting rate and the closer you can get to exercising at your maximum rate.

"As far as stretching and muscle endurance are concerned, do as many sit ups and the like as you want. If it starts to hurt, stop; let your body tell you how much is enough."

If you're interested in starting an individual program, Burnaby plant employees can enquire about the Burnaby Y.M.C.A. Y Fitness Club. At \$135 a year per person — less if you

can convince others to join in a group — club membership includes an introductory lifestyle review, an opportunity to attend any fitness program you want to at any time, a weight training program, counselling and route suggestions for running, and free access to shower and sauna facilities. Employees at other plants and depots interested in a similar program can contact their local Y or their Parks and Recreation department.

Milk break

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

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IBC
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

FVMPA PRODUCTS ON BOARD EXPEDITION



Docked in Vancouver for several days, the Benjamin Bowering was replenished with supplies. Cook **Jill Bowering** and shipmate bring some Dairyland products on board.

The Transglobe Expedition's mid-June stopover in Vancouver afforded FVMPA the opportunity to supply dairy products for the next and final stage of a trip no group has ever tried before — a journey around the world on its axis.

Nature's Treat yogurt, Fraser Valley butter, Armstrong cream cheese and Dairyland cottage cheese were loaded on board the Benjamin Bowering, the ship being used by the Transglobe Expedition as its sea base during its three-year journey.

Co-sponsored by two British international insurance broking and underwriting firms — C.T. Bowering and Marsh and McLennan — the ship and the expedition departed from Greenwich, London in September 1979, bound for the South Pole. The record seventy-five day crossing of the Antarctic ice-cap was completed in March 1981. While the polar team has

been preparing for the upcoming Arctic phase of the journey, the crew of the Benjamin Bowering has been travelling from the South Pole north through the Pacific, arriving in Vancouver in June.

Named after the nineteenth-century founder of C.T. Bowering, the ship represents the continuation of one of the historic beginnings of the Bowering Group. Built in Denmark in 1959 as the Kista Dan, she was the prototype of a line of ice-strengthened Danish ships adapted for polar work. Her first Antarctic charter was to help make the film, "Hell Below Zero."

She is not actually an ice-breaker vessel, but relies instead on the sheer weight of her bow to cut the ice. Also, the bottom of the ship is totally rounded; the absence of a keel

prevents ice obstructions by letting the ship "pop up like a cork whenever ice closes in," says Jill Bowering, one of the cooks on the expedition.

Jill Bowering is actually Mrs. Anthony Bowering, the wife of the man acting as marine coordinator for the expedition. Anthony, who had some say in the crewing of the ship, said that he was hesitant about employing women. But eventually he assented to hiring a female cook, Jill. They were married in Sydney on the way south to Antarctica.

"Anthony's connection to the family name Bowering," explains Jill, "is really just coincidental. He applied to join as a deckhand and was then given the job of securing a vessel. He convinced the Bowering company to make the ship available."

The 1,226-tonne, 69-meter Benjamin Bowering has a crew of seventeen, including scientists. "When the crew was put together," says Mrs. Bowering, "there was concern about compatibility; these people would be together for three years. Today, nearly two years later, almost all of the ship's crew is still intact."

Bowering details the planned last thirteen months of the expedition. When the ship arrives at the mouth of the Yukon River this month, the expedition team will then continue in one-man inflatable boats, fitted with skids for later use on ice. Their route will follow the Yukon and Mackenzie Rivers, and then along the Northwest Passage to the southwest Arctic coast of Ellesmere Island. From there, they'll ski six hundred miles to the northernmost meteorological station

cont'd on page four
(see Expedition)

Proud Parents of Soccer Sons

Les Parsons, Burnaby night checker. **Betty Wilson**, Route Accounting. **Pat Dill**, Printing Department. Recognize the names?

How about Buzz Parsons, Vancouver Whitecaps, Bruce Wilson, Toronto Blizzard, or Larry Dill, Edmonton Drillers? Soccer fans watch them in stadiums all across North America; Les, Betty and Pat watched them grow up in their own backyards.

Les says son Buzz, now thirty and a veteran of six years with the Vancouver Whitecaps, first began playing soccer in 1958 in the Grandview Legion system. "His life has always been soccer," comments Les. "He's been successful at every level of play." At the international level, Buzz Parsons has made forty appearances with the Canadian national team.

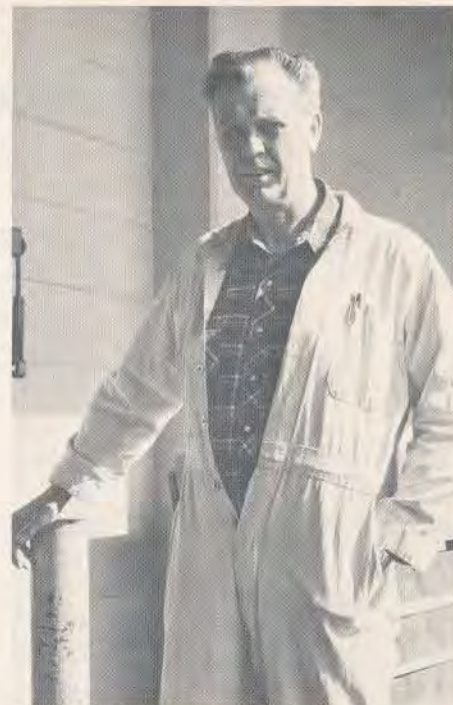
Despite having a younger son who also plays soccer, Les claims his part in Buzz's career in particular has been an easy one. "I do, though, get frustrated when he doesn't play." Buzz seems to be heading toward a second career as coach; last year he served as Whitecaps' Assistant Indoor Coach for the first time.

Larry Dill's career on the field is just beginning, and mother Pat and the rest of the Dill family are excited about the soccer future of the eighteen-year-old son. The Edmonton Driller midfielder is a graduate of Burnaby's Cliff Avenue United system. His play on several B.C.-select teams earned him the chance to play in England at the age of fifteen. Recalls Pat, "A friend of Larry's father suggested that England would be a good place to go at a young age. It was a sacrifice to have him leave at that age, but otherwise it's been a pleasure following and sharing in his career."

During his third year in England, Larry was selected as the Drillers' first



Route Accounting's **Betty Wilson** (l) and Printing's **Pat Dill** give those proud-mother smiles. The proud dad is Checking's **Les Parsons**.



pick in the North American Soccer League draft. He was the second player chosen overall. Edmonton called him over from England recently and now Larry is on the fifteen-man travelling roster.

Although Pat, her husband and her three daughters all are avid soccer fans, they find it "a little strange" to cheer for the Drillers against the Vancouver Whitecaps. The most memorable moment to date, however, has been at the Seattle Kingdome, with son Larry standing on the field and the Dill family in the crowd — all singing the Canadian anthem.

Betty Wilson has also had to switch her soccer loyalties, because of her

son Bruce. The thirty-year-old Toronto Blizzard defender is now playing for his fourth NASL team. The former Whitecaps captain moved up through the North Burnaby soccer system as a child, playing for many years beside Glen Johnson, another longtime Whitecap. He's also captained Canada's national team. In 1979, he was the only North American-born player on the league's all-star team.

The one thing that Betty has impressed upon Bruce and her other son Doug, who still plays soccer locally, is the importance of an education. Both sons have their degrees in teaching. "I'm not a great pusher of sports," remarks Betty, "but I credit the amateur sports associations that have provided support through all the years."

With that, both Pat and Les agree; soccer has been good to the Dill, Parsons and Wilson families.

Abbotsford Base for Milk Hauling

The office and communication centre for FVMPA's milk hauling operation will now be at the Abbotsford plant. Manager **Keith Miller**, Supervisor **Gerry Adams** and their radio and telephone equipment will be located in a trailer in the Abbotsford plant yard. Effective September 27, the present three-base operation from Burnaby, Abbotsford and Sardis will be replaced by a bulk hauling system based solely out of Abbotsford.

The central location will place drivers and their tankers closer to the shippers in the Fraser Valley. Moving over 675,000 litres of milk from Valley farms each day — 400,000 of that directly to town — makes proximity to the milk and control of that milk important.

As well, the Abbotsford plant itself will be using more milk as cheese production begins later this fall.

Distribution Contest Rounds First Turn

Assistant to the Distribution Manager **Randy Williamson** indicates the top five teams as of May in the Distribution Fuel Conservation Contest and also handicaps the rest of the race.

1. **Prince Rupert/Kitimat** 171 points. Should be caught over the distance.

2. **Victoria/Nanaimo** 167 points. Closing fast.

3. **Penticton/Kelowna** 160 points. Has speed to challenge.

4. **Williams Lake/Prince George/Quesnel/Mackenzie** 150 points. Darkhorse with chance to upset.

5. **Al Hughes** 150 points. Fast starter now in with better and fading.

Retirements



Retail Supervisor **Dan Brand** retires after over twenty-six years in Retail, first as a driver at the old Kitsilano branch, later as a route foreman at the Eighth Avenue plant.

Dan remembers the many people he dealt with both in person and on the phone over the years. One irate customer whom he urged over the phone to "calm down before she had a heart attack" phoned back a few hours later and asked Dan if he had had medical training; her doctor had said the exact same thing to her only days earlier.

He and wife Paddy will now try "getting used to not having to get up and go to work." From their home near Fisherman's Cove, they'll spend the first part of the retirement "watching the sailboats go by."



Bill Birchmore also reached retirement age last month. Many Burnaby plant employees met to wish Bill the best and to present him with a giant 'We'll Miss You' card.

A Production employee since 1973, Bill started in FVMPA in 1964 as a Retail Driver Salesman. He'll remember the many jokes he told and friends he made over the years.

Staff Picnic



Expedition, *continued from page one*

on the island, overwinter there and then trek across the Arctic Ocean via the North Pole. Meanwhile, the ship will head back through the Panama Canal, reach Spitsbergen and reunite with the expedition north of there. Mission accomplished, the group will return to London in August 1982.

During its three years, the expedition has had three chief aims:

- to complete the first surface circumnavigation of the world along its polar axis
- to complete certain scientific research
- to promote the exports and sales of the products and services provided by the expedition sponsor companies overseas and in Britain.

FVMPA is now one of these nine hundred worldwide sponsors. Comments Mrs. Bowering, "The yogurt will be a treat to the crew as we head to Alaska." In the ship's 2,200 cubic feet of refrigerated space — about the same capacity as three of our retail trucks — Fraser Valley butter will last "up to the Arctic and on the way back again."

Name that Computer



Science fiction fans remember HAL from the movie 2001: A Space Odyssey, the computer with the name derived from the preceding letters in the acronym IBM.

Now, with the Tandem Computer system soon to replace the existing GEAC and Burroughs systems, the Data Processing Department proposes a "Name the Computer" contest for the new system.

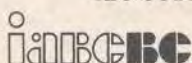
They want something short and catchy. More importantly, they want something unique; it's our computer system and it needs a nickname.

Send a hardware handle, some software slang or even a little on-line lingo to Data Processing Manager **Howie Stevenson**.

Milk break

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Super Skateboarders!

"They're the best riders in Canada, no doubt." That's coach **Bruce Mathie** commending the dozen young athletes who are part of the CFUN - Super Socco skateboard team. This summer, his talented group will perform in at least twenty fairs and festivals, entertaining young and old alike while also creating awareness of Super Socco.

Bruce first became involved with skateboarding several years ago as manager of the first ever indoor skateboard park in Canada. To promote that park in Burnaby, he decided to use the best regulars at the park in a commercial. That was the inception of the team. After that, sponsors began outfitting the team for its appearances — usually safety presentations. Today, four years later, the team act, contends Bruce, is "very much a show," using the highest standards of equipment available.

Ranging in age from fourteen to twenty-one, team members originate from as far away as New Zealand, Ottawa and Montreal. They practice an hour a day on average, often longer for the freestyle tricks that allow them individual expression and creativity. At their shows, they perform everything from slalom racing to aerial stunts.

"The skill in skateboarding is very underestimated," suggests Bruce.

"These kids have a great ability to relate their own centre of gravities to the surface they're riding on; it also takes tremendous balance skills and leg strength.

"Imagine," outlines Bruce, "the energy required to leave the top of the ramp, maintain a stable position in mid-air, perform a successful freefall and re-entry, and then plant the board back on the ramp. That demands a set of very subtle and yet complex body movements."

UHT Product Manager **George Hrennikoff** reports that the interest in these tricks evinced by the general public has successfully provided product presence for Super Socco among the twelve-to eighteen-year old market.



Appointments

Distribution Manager **Bill Hawes** is pleased to announce the appointment of **Morris Gell** to the position of Home Delivery Supervisor. Previously a route foreman in the Burnaby area, Morris looks forward to the challenge of a completely new distribution area. He will supervise fourteen routes and twenty-four drivers in the eastern half of Vancouver.



Engineering Services Manager **Don McQueen** is pleased to announce the appointment of **Ed Walmsley** as Fleet Supervisor, Engineering Services. He will assume the responsibilities previously held by **Joe Robinson**, who leaves FVMPA because of illness.

Forty-eight employees in the department handle the maintenance of



over four hundred vehicles. Ed himself started in the department in 1960 as a heavy-duty journeyman mechanic.

Denise Murrin is the first appointment in the newly-formed Credit Department. Assistant Credit Manager **Paul Cook** reports that the

credit function has been differentiated from Accounts Receivable, and that Denise will be responsible for collecting on the accounts.



FVMPA's Queen

Accounts Receivable's **Lori Noble** was selected from four finalists at the 1981 B.C. Truck Roadie awards presentations banquet to reign as Truck Roadie Queen for the year ahead.

At the actual Roadie a week earlier, Lori was chosen as a finalist from the eleven contestants for the crown. Each of the contestants was asked the same three questions in private by the panel of judges:

- How would winning Miss B.C. Truck Roadie allow you to benefit your organization?
- Personally, what do you consider your strongest points?
- What would you predict for the year 2000?

From that information, the judges chose the four finalists and then the eventual winner.

For winning the title, Lori receives a cheque for \$100, a gold bracelet, two trophies, a cowboy hat, a makeup travelling kit, and an all-expense-paid trip to Toronto to compete in the Canadian National Truck Roadie pageant July 29 - August 2.

Lori also wishes to thank **Roz Lincoln** and **Pat Dill** of the Printing Department for their support.

Best Wishes

Retired Burnaby production employee **Ivy Leatherdale** recently received best wishes and donations

from her friends at FVMPA. Ivy had her leg amputated because of blood clots caused by a heart attack. Now living in Penticton, she worked in the Burnaby butter department and, prior to that, in the old Eighth Avenue plant for many years.

Cheese Slices

Increasingly sophisticated palates and a growing multicultural population are having a favorable effect on the cheese industry in Canada, despite some comparatively large increases in cheese prices over the past few years.

Canadians are eating more cheese these days. Total production in Canada rose to 244,774 metric tons in 1980 from 189,392 tons in 1974. Per capita consumption jumped to about 16 pounds in 1979 from about 10 pounds a decade earlier and the increase continued through 1980, said **Murray Dodd**, vice-president of the Canadian Dairy Foods Service Bureau. Canadian processors make more than 55 varieties of cheese and the number is growing along with consumer acceptance, he said.

Canadian cheddar is still the runaway favorite, accounting for about 38 per cent of all cheese sold in Canada.

FVMPA's Armstrong cheddar cheese accounts for 5.3 kg of every 18 kg sold in western Canada. Marketing predicts that that share will increase to ten out of every twenty-three kilograms of cheddar sold by 1982.



Ten-Pin Bowling League

Dairyland employees **Roger Parnell**, **Peter Brennan** and **John Bulger** are pictured above with this year's Dairyland trophy for finishing

first in league-play competition.

Wholesale driver **John Bulger** encourages employees to join the Dairyland bowling league, beginning September 18 and ending in April. League games are held early Monday nights at the Stry Co-op at Seventh and Main in Vancouver. John's home number is 254-7062. If you want more information, call him.

High Energy Drink the Culprit

Abbotsford Garage's **Hamish McIntosh** proudly announces two new additions to his family — twin girls. Mother and daughters are doing just fine. Meanwhile, Hamish tries to explain, "I'm blaming the whole thing on Super Socco, the active drink for active people."

Summer and Interlock

Help is always available at Interlock. Summer is a time when we focus on having fun. But our holidays also offer many free moments while away from work to pause and reflect about ourselves. So summer can be a time when we come face-to-face with certain personal difficulties that we may have shoved aside during our normal busy working schedule. This is a time when your Employee Assistance Program and Interlock can play significant roles in helping sort through these problems.

People who come to Interlock will receive initial counselling to help clarify the problems and to decide where to begin. Referrals then are made to appropriate services in the community. These services are both public and private; many are free and others charge on a sliding scale.

If you want to speak to an Interlock coordinator, call Terry Burke at 736-6771 or Murry Krause (Prince George) at 564-9101.

Condolences

Burnaby butter department operator **Roy Lajoie** died recently after a short five-week bout with cancer. An employee here since 1951, Roy is remembered as a keen sports enthusiast. Butter room chargehand **Joe Taphorn**, a longtime friend and co-worker, says that many of Roy's friends attended his funeral and expressed their sympathies to his wife Martha, daughter Gizelle, and sons Robert and Michael.

Success: Changes and Attitudes

"Have you got what it takes?" Directly or indirectly, we are often asked that question; we even ask it of ourselves. In this month's **Milk Break**, Simon Fraser University social psychologist **Dr. Anand Paranjpe** is interviewed. He reminds us that such a question itself calls into question society's old, new, and culturally different value systems.

Dr. Paranjpe, how do you see success indicated or measured in the North American workplace? Are these rewards or success indicators changing?

The time-worn factors of money and conspicuous consumption are still evident. When the American writer Vance Packard wrote about the American worker in the fifties and sixties, he found wall-to-wall carpets in the home to be an obvious success symbol. Today, microwave ovens or video cassette recorders seem to be the 'have' or 'have not' consumer goods. But I believe these success signals are changing. For example, at my son's soccer games, one father seems to be always able to take the time off to watch the games. Of course, the rest of us envy his freedom and he himself is proud of the fact he has a job where he is able to set his own hours. So I see leisure time becoming a leading success indicator.

There are also many sub-cultural differences in the way success is exemplified. Performing artists, for example, thrive on ovations and reviews. Academics strive to be 'internationally known,' invited to lectures and symposiums. So success can simply mean reputation.

What are some of the costs of career-related success? What concessions or trade-offs do people today seem to be making in pursuit of their career goals?

In B.C., I see a very specific concession — a paradoxical concession as well. Two-career couples, for instance, often put off having children for the one sign of success they really want — a home. But they want the home to start a family, and that's the very thing



they're giving up to save up for the home in the first place.

Relocation is another two-career family problem. If two people both want to have career success, they often have to take turns advancing each other's careers. One works while one studies, for example. The cost here is time — probably years.

You mention career/spouse problems. What about career/peer group and career/family problems?

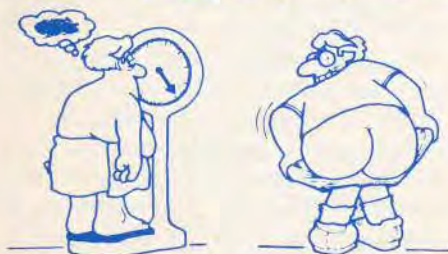
Those are the ones I encounter the most as a social psychologist. Being successful and jumping ahead of your social group, your friends or your relatives causes stress. In any particular example, it is hard to put your finger on what's caused the difference; what has actually changed. What is clear, though, is that the changes are rarely anticipated. Friends and relatives want you to get ahead but then find difficulty relating to the subsequent change in your lifestyle or social class.

In a thesaurus, there are more synonyms given for the terms "success" and "failure" than there are for almost any other words. We seem to attach a great deal of importance to success.

It is important to note that success is measured differently by different people, especially by people of different cultures. For example, you cannot measure the success of a man in India by western standards; they don't apply. An East Indian householder is successful when he is looked up to and recognized in the community. He fulfills a patronly role, opening up his home and providing temporary food and shelter to others. In India, a successful man is known by his broad network of friends, admirers and well-wishers. That is not the case as often here in North America.

Exercise and You

Last month's **Workplace** feature provided an awareness of the importance of fitness to today's employee. If you're now convinced that exercise is for you, one of the following three examples could be appropriate.



Exercise and Inactivity

If you've never had a serious exercise program or if you've abandoned one years ago, you probably have reservations about starting one now. Here are some things to consider.

Companionship. Ideally, you should start out with someone at your own level; you'll find that you'll be able to motivate each other. Also, make sure your partner is not the competitive-idiot type who wants to run a sub-five-minute mile by the end of the month.

Equipment. To start running, the only essential is a good pair of running shoes with heel support and flexible midsoles. Splurge a little now and prevent those knee and ankle injuries later.

Jogging Course. Plan so that you can just step out your door and go. First, go for a drive and plot out a course about three kilometres in



length. Then walk around the course briskly, checking for any potential problems, like dogs, busy roads, or junk food places, for the very weak-willed. If you walk the course for two weeks each time without stopping and find yourself refreshed rather than tired at the end of the walk, then you're ready to run. But mix up your pace at first, running awhile and then walking. You should be working but not hurting.



To be Continued. The best way to keep your program going is to schedule a block of time three or four times a week. Stick to that schedule and record your distance and performance as well. For example, "Monday morning, ran my first mile, died three times." You'll be surprised how quickly you improve. While everyone naturally improves at different rates, sometime between six months and two years into your program you'll suddenly start to see the trees and hear the birds you've somehow been missing.



Exercise and Heart Attacks

Often, the psychological damage from a heart attack is greater than the physical damage. The scars of depression and anxiety often take the longest to heal. Heart attack victims **can** start exercising, following a three-phase program.

- **Phase I** starts and ends with the hospital stay. Time is spent educating and counselling the patient.
- **Phase II** involves mild exercises under trained supervision. The best programs are at the Surrey Memorial and Royal Columbian hospitals.

• **Phase III** is the rehabilitation phase. A doctor or an exercise physiologist determines the individual's minimal training heart rate and then a personal program is designed.

Working with other victims in a positive social environment can ameliorate both physical well-being and state-of-mind.

Exercise and Pregnancy

Even with junior on the way, you can still lace up your sneakers and go for a run. If you are pregnant, seek running counselling and information about exercise from a variety of sources. Of course, sorting out conflicting opinions can be confusing, but the effort will be worthwhile when you begin to understand your body a little better.

Obviously, the best time to begin an exercise program is long before pregnancy begins. The more you exercise, the better prepared you'll be for pregnancy; just as lifting, running and jumping all impose stress on the body, so too does the existence of a fetus. Pregnancy is a type of work just like exercise.

A pregnant woman requires a greater cardiac output and that is met by an increased heart rate and stroke volume. Fit people meet the cardiac demands of their activity by a decrease in heart rate, compared to untrained levels, and a corresponding increase in stroke volume. Therefore, a woman who is forcing her body to make those changes before pregnancy is better able to deal with them during pregnancy.

Editor's Note. The fitness feature last month indicated that maximum working heart rate could be determined by subtracting both age and resting pulse rate from 220. That was wrong. Subtract only your age from 220 and then begin exercising at 65-70% of that rate. My apologies to anyone who used the first calculation and has been trying to exercise at **below** his resting heart rate for the last month.



Extra! Extra! Read All About The Extras

Increased financial aid and more "extra" areas of coverage characterize the new Extended Health Benefits Plan (EHB) for employees of FVMPA.

As described in the brochure sent to all employees in August, the EHB is designed to assist employees in paying for various services and supplies that are not covered by the Medical Services Plan of B.C., the B.C. Hospital Programs or Universal Pharmacare. That means the "extra" areas such as the consulting costs of various health professionals other than doctors are now covered by EHB.

For example, the consulting fees of speech therapists, clinical psychologists and licensed acupuncturists are now covered. The maximum benefit in any calendar year for each specialist is \$100 respectively. These particular benefits are based upon the recommendation of a physician. As with all the EHB plan items, the benefit is per employee or his or her dependent.

Another financial boost is the \$100 increase in the benefit for the cost of hearing aids for dependent children. The 1980 maximum was \$300 over 5 years; the 1981 maximum is \$400 over the same period of time.

Out-of-province emergency health costs are also more extensively covered under the new plan. Prescription drugs as well as ambulance services in a foreign country are now 100% re-imbursed after the required \$25 deductible has been satisfied. In addition to local ambulance, air ambulance fees are

covered. All these benefits have been added on to the continued coverage of the cost of a hospital bed and a physician's services in another country. In short, if you have the misfortune to be struck by accident or illness while in

another country, most of the medical costs seem to be covered.

The EHB this year has now been extended to include employees whose older sons and daughters are in full time attendance at a recognized educational institute. Previously the age limit was 21 years of age but this has now been moved up to age 25, providing again that a son or daughter is enrolled at a vocational institute, a junior college or a university. Any child under 21 is automatically covered.

Finally, the maximum amount for any one member or dependent is \$25,000. This maximum may be reinstated after each two calendar year periods, provided there has been evidence of a satisfactory return to good health.

Previously this maximum benefit was over a lifetime; the change to a two year period updates this benefit substantially.

Note that the above benefits are only the highlights or changes from the previous year. There are many benefits which are continued from 1980, so make sure you read the entire brochure.

Don't be intimidated by the medical terms. They are simply specifying exactly what you are entitled to receive.

And one more word to the wise — keep your receipts.

Claims must have receipts in order for benefits to be paid.

Please contact your payroll department for further information.



*What does this fellow
have to fall back on?*



John McGregor



Dorothy Smith



Ray Collier

Retirements

John McGregor retired over the summer after more than 20 years in the dairy industry. His many friends from the Abbotsford and Valley branches honored John and his wife Peggy with a retirement dinner at the Copper Kettle restaurant in Cloverdale.

John was presented with an old fashioned rocking chair for his arm chair quarter backing and general relaxation.

Dorothy Smith, office clerk at the Pacific Milk plant in Abbotsford, retired recently after 26 years with FVMPA.

Her co-workers showed their affection and friendship with a number of gifts and mementos. The most unique was an antique Underwood typewriter that her Supervisor Rick Nichols had put away 10 years ago in preparation for Dorothy's special day. (Now that's thinking ahead.)

Dorothy is now involved in volunteer work at the local hospital in Abbotsford. She's also been known to drop off the odd pumpkin pie for her friends at the Delair plant.

On July 24, 1981 **Ray Collier** of the Burnaby Checking Department,

put in the last day of his 34 year stint at FVMPA. Ray goes back to the days when milk was delivered by horse and wagon throughout Burnaby. "You didn't have to worry about getting lost if you were in a new neck of the woods," he says, "because the horse always knew its way back to the plant." Ray is now keeping quite fit with projects around the house. "My wife does the dinner, but that's all; I see to everything else," he says with justifiable pride.

Wining and Dining

Quickly now, what wine goes best with Armstrong mild cheddar? What about Armstrong aged cheddar? If you're scratching your head in frustration over those questions, leave your scalp alone because **Milk Break** can help you out. We have been contacted by a wine expert who wishes to offer a course for approximately 20 people in the Lower Mainland. His name is Mr. Mark Chandler and he is a quality control technician for Andres Wine on the Lower Mainland. If you wish to become an oenophile — if you want to know what this word means — send your name to the editor of **Milk Break** before November 15th and we shall send you details about the course and its cost.



New Editor Warns Readers About The Future



New Editor Hugh Legg

The former editor of **Milk Break**, Richard Muller, has taken leave of his senses and agreed to spend the next few years in Ontario. He will be attending the University of Western Ontario as a graduate student in the Masters of Business Administration program.

As the new editor of **Milk Break**, I look forward to meeting and writing about as many FVMPA employees as possible. I make only one promise: I will try to keep the puns to a minimum. However, when your name is "Legg" and your occupation is that of a writer, you have a difficult task.

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IN BRITISH COLUMBIA

A Gift

A grateful customer acknowledged the courtesy and promptness of Melanie Pelle of Wholesale Services by sending her a vase of roses. Melanie's characteristic charm and diplomacy apparently stood out during the heat wave the Lower Mainland experienced in September.

Congratulations to Melanie for a job well done. That goes as well to all FVMPA employees who anonymously gave "service with a smile" during that spell of dry weather.

To the drivers who kept their cool inside their hot trucks and the clerks in Wholesale Service who deftly handled the urgent calls for more ice cream — here's an editorial bouquet. Remember Melanie's customer when it comes to the next rush at Christmas.



Melanie Pelle

A Contest

It must have been the mail strike or maybe it was lack of incentive, but there was not an overwhelming response to the Name the Computer contest. The people in the Data Processing Department are not disheartened, nor are we at **Milk Break**. It is simply a matter of more inspiration.

On that note, we are now offering fame as a prize. If your entry is chosen as the nickname for our new Tandem computer, you will be written up in this very newsletter. What bigger carrot exists?

Now, for all those of you who are at this moment madly scrambling for a pen and piece of paper, remember this is a skill tester. Unlike the lotteries, this draw will be based on talent, humor,

wit and creativity. And unlike the lotteries where they give out the same thing every month, our prize is a unique once in a lifetime event. Our secretaries are standing by.

A Wedding

On September 26th, wedding bells rang for Dawn Dollery, one of the receptionists at the FVMPA Burnaby plant. Before that happened, she was Dawn Dalgetty and her friends at FVMPA held a shower to help her celebrate. They're a generous bunch as Dawn's list of thank you notes will attest to.

Dawn and her husband Paul soaked up some hot sun in Palm Springs for their honeymoon. By November Dawn has promised to lose that healthy tan and blend in with the rest of the rain forest in Burnaby.



Dawn Dollery

A Star

Burnaby theatre goers have a treat in store. **Doug Third** — a steam and refrigeration engineer at our Sardis plant will be performing the role of Matthew in the Heritage Musical Theatre production of "Anne of Green Gables". The run is scheduled for the last two weeks of November and the first week of December at the James Cowan Theatre.

Doug is well known in theatre circles in the Vancouver area having 20 years

experience with the Playhouse Company, Vagabonds, White Rock Little Theatre and the C.B.C.

A Brave Man

Roy Davidson, Supervisor of Wholesale Service, turned up in a "sulu" during one of those boiling hot days of mid-summer. Roy brought the cloth back from Fiji and had used it as an exotic wall hanging until the heat made him put it to its proper use. The novel approach startled fellow staffers at the Burnaby plant but Roy was not bothered. As the old Fijian saying goes, he kept his skirt on.



Roy Davidson

A Birthday

How many people are alive today that can recall the 1903 World Series when Cy Young pitched two winning games for the Boston Red Sox? **Ron Ratcliffe**, branch manager at Kamloops, is far too young to go back that much, but not so his grandfather, Mr. Walter Wintersteen.

Mr. Wintersteen celebrated his 100th birthday this past summer. He was honored by his family and friends with a gathering of the clan in Rossland. Ron reports that his grandfather was as animated about life and baseball as he ever has been. Mr. Wintersteen predicts the American League to win it all this fall.

Boardtalk begins this month as a seven-part feature. In the next seven issues of **Milk Break**, each of FVMPA's seven directors will be profiled — each man's involvement in and commitment to dairy farming in general and the Association in particular.

For each sketch, the following background notes will be informative. Directors, as members of the Association, are elected by the membership at large on the basis of one member, one vote. The elected directors then select the executive themselves — a President, Vice-President, Secretary and Executive Member.

Each director's term is three years. While the president receives an annual honorarium of \$5000, the directors receive a per diem for each day spent on Board business.

Ed Smith knows the B.C. Ferry trip from Vancouver Island to the Mainland like the back of his hand. For the past 5½ years, he's been traveling back and forth on FVMPA business about 35 times a year.

For a board meeting, he'll get up at 4:00 a.m. in order to leave his farm in the Comox Valley and arrive in Burnaby for the 10:00 a.m. meeting. There's also local meetings of dairy producers that he attends plus the odd trip to an FVMPA plant to keep in touch with all the aspects of the Association's operations.

Ed Smith has come a long way from clearing a 650 acre swamp in 1938 with his father, but that's how he started. The clearing and draining took 10 years. At the end of that time they had transformed the bog and bush into Beaver Meadows Farm.

As with many turning points in life, this one wasn't isolated. With the move to the new farm came Ed Smith's marriage to 'Georgie' in 1949, after the two had "run into each other peddling milk".

During the first few years at Beaver Meadows, though, the Smiths raised beef and grew potatoes, but that didn't raise enough cash for all their building requirements. So in 1955, Ed Smith bought his first herd and quota, initially milking about forty cows.

Growth took place slowly but surely



Ed Smith, FVMPA director, at home on his tractor.

at Beaver Meadows. The herd expanded to 300 milk producing cows and 300 young stock and dry cows. Beaver Meadows had in fact become one of the largest producers of milk in the province. A previous partnership of the last 10 years has now been dissolved and it is again solely a Smith operation with 200 milking cows and 200 young and dry stock. (It should be remembered that while herds of 600 are large in B.C., that figure is only relative. There is a corporate farm in California that has 8000 cows!)

As the farm grew, so did the Smith family. Sons Edgar Jr., Phillip, Douglas and Roderick all grew up on the farm. Three of them are now taking over management of the farm. If everything goes according to schedule, that should be in about a year's time.

"My sons' ideas are different than mine," he says from his new waterfront home a few miles south of Courtenay. "I know my ideas were certainly different from those of my dad." With the sons now managing more and more of the farm, he has time to reflect on the past.

"During my years as a shipper and director for Comox Creamery, we had as many as three hundred shippers in the area. Ninety per cent of them were cream shippers, and many of

them also worked part-time in the local logging camps.

"Today, there are only about twenty-five shippers, but they produce more than twice the volume, most of it now for the fluid market. In 1969, we merged with Fraser Valley Milk Producers, but we're still very proud of our Comox Valley milk. As local businessmen, we encourage people to buy local milk so that the money stays and circulates in the area."

The same pride of the Comox Valley is evident in Ed's new home along the ocean. The frame was built with rough timber from the farm and the fireplace in his new house was constructed with rocks from nearby Mount Washington.

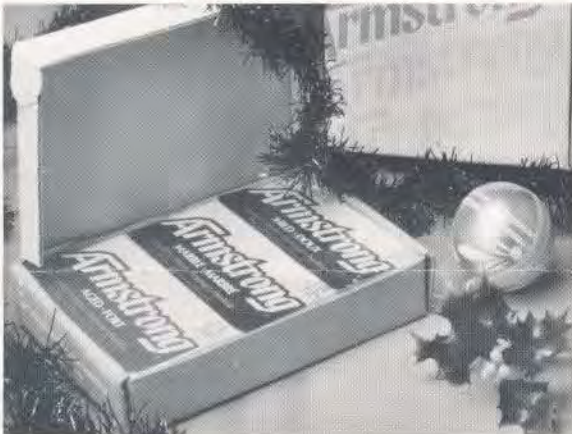
"I enjoy living here, but I still like to get out to the farm. There's still two hundred acres left to clear and every now and then I get on the 'cat and start clearing.

"There are some people who question the size of this farm — the fact that our gross dollar-volume a year is about \$1 million. But costs have risen, conditions have changed.

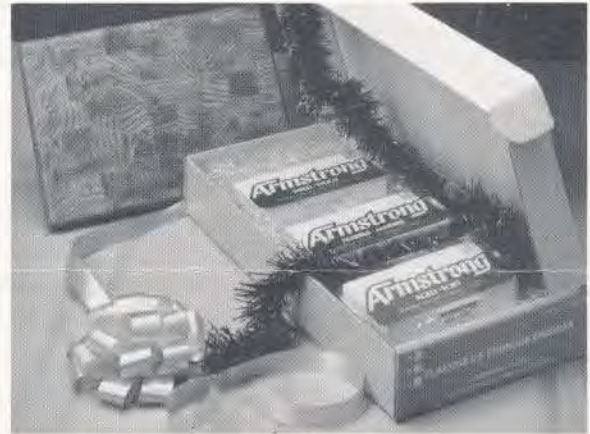
"In fact, I could have made a great deal more money off this size of land if I had stopped farming."

But the FVMPA, the dairy industry, and the Comox Valley would have been poorer. Enough said that Ed Smith made the right decision.

Employee Christmas Cheese Offer



Box of Cheese



Box of Cheese Plus Oak Board



Cheese plus board with tile inlay



Cheese plus grooved board with tile inlay

Deadline December 4th

Dick Huggett, Marketing Coordinator for Armstrong Cheese, has come up with a unique set of gift items for Christmas 1981. This year for the first time there are now three different cheese boards available along with a box of Armstrong Cheese.

As pictured above, there is available a box of Armstrong Cheese in the three varieties of marbled, medium and aged. The cheese board sets all include the box of Armstrong Cheese. All four items have either a pick-up or

a mailed price. The mailed price is only available for destinations in Canada.

Payment for these items is through payroll deduction. If you wish to take advantage of this offer, fill out the form included in this month's **Milk Break**. Be sure to include correct addresses, **including postal codes** for those gifts you want mailed.

The most important details regarding the sale of these items are the deadline and use of the company

mailing system. Make sure the order forms are in the inter depot mailing system by Friday, December 4th. This is absolutely essential because of the time it takes to process orders and then ship or mail the gift sets.

Those employees who wish to pick up their orders may do so at the depot or plant at which they work. Gift sets will be sent out the second week of December and will be ready for pick-up during the third week of December on the 17th or 18th.

The Days That The Rain Came Down

Wayne Brown and **Bill Hawes** hope this is the last natural disaster story for which they have to supply details.

Wayne is the Depot Supervisor at Squamish and Bill is the Distribution Manager for FVMPA. During the last week of October, monsoon rain washed out two bridges of the highway from Vancouver to Squamish. There were nine fatalities before highway crews could block off the road.

As readers of **Milk Break** will recall, last Christmas Squamish suffered a somewhat similar fate. While the road to Whistler was closed, the highway to Vancouver remained open. This year the situation was far more dramatic. Not only was there loss of life but afterwards there was the possibility of food shortages when it became known the town was cut off from Vancouver.

There was a run on nutritional type of food. Though bread and meat were not replaced on store shelves for three or four days, such was not the case with the supply of Dairyland products. A large part of that continued supply is due to a decision by Bill Hawes.

In order to distribute the various milk products, Bill decided to use the backroads behind Squamish. He sent out a trailer from Cache Creek through Lillooet and over the Duffey Lake road. The word "road" is actually stretching the English language. The route is seldom travelled except by logging trucks. It stretches over 50 miles, switchbacking across the various mountainsides.

"The unsung heroes were the two drivers of the Clark Reefer Line who drove that road," states Bill. Apparently the second and last driver allowed through had to pull a log off the road that was blocking his way. He also passed an abandoned car which had a tree fall through it.

Drivers **Jack Osterberg**, **Gary Thompson** and **Lorne Walkey**



Ed Turmel driving across newly constructed bridge.

distributed the product to the 60 odd accounts in the Squamish area. "I was drenched on Saturday," recalls Jack. But the accounts were serviced and no one in Squamish went without milk.

Needless to say, the week-end supply was barely enough. A trailer was dispatched from Burnaby as soon as news came that a one lane bridge was near completion in the washout area of the Vancouver-Squamish highway. When the bridge did open, the very first truck to cross it was a Dairyland tractor-trailer.

The driver of that first tractor-trailer to cross the newly-constructed bridge, was **Ed Turmel** from the Burnaby Wholesale Division. Because the bridge was only one lane, it had a traffic light at either end. When the bridge officially opened, the light turned green and one car and then

Continued on p. 2

Appointments

Some major areas of FVMPA operations have undergone changes in the past few months. The changes reflect the Association's investments of time and capital in recent years as well as future plans for expanding and streamlining various production and distribution functions.

Mr. W.J. (Jack) Aird is now responsible for the operations of the FVMPA plants at Sardis and Abbotsford. Jack is the former Marketing Manager for the Association and his appointment is a major step in co-ordinating the development of cheese production and the UHT product line within FVMPA. He will also manage the final phase of the Association's consolidation of industrial operations in the Valley.

Mr. G.B. (Grant) Larkin will now devote most of his attention to the largest and most complex operation within the Association, the Burnaby fluid and ice cream plant. This appointment reflects the Association's plans for major expansion at the Burnaby plant.



Jack Aird



Grant Larkin

Sales Appointments



Ray Hurry



Bob Cooper



Lee Alberts



Russ Webb

Mr. R.E. (Ray) Hurry succeeds Jack Aird in his responsibilities for marketing. Ray maintains his position as the Association's General Sales Manager. In his new capacity, Ray will direct the entire sales function including product management and marketing services.

Mr. R.G. (Bob) Cooper now holds the position of Wholesale Accounts Manager responsible for the newly created Armstrong/Dairyland Division of the Sales Department. Bob will maintain his duties in Wholesale Accounts as well as Manager for British Columbia accounts outside the Lower Mainland. The growth in sales, particularly of Armstrong Cheese, necessitates this re-shaping and new appointment in the Sales Department.

Similarly **Mr. L.R. (Lee) Alberts** is now head of the other recently created division in the Sales Department, the U.H.T./Pacific Division. In addition to his duties in this area, Lee will maintain management of Prairie sales. This division of the Sales Department also recognizes the present and anticipated expansion of the U.H.T. market.

Mr. R.G. (Russ) Webb has been appointed to the newly created position of Product Manager — Dairyland Division. This appointment reflects the Association's continued commitment to the Product Manager concept. Russ brings to this new function the experience and success he demonstrated while in his former position of Manager of Home Service Distribution.

Ed Turmel

(continued from p. 1)

another crossed the wooden span. The next vehicle scheduled to cross was the Dairyland tractor-trailer.

Ed Turmel proceeded slowly out onto the bridge. Just as his entire truckload rolled onto the bridge, he looked in his rear view mirror and saw the traffic light change to red. Abruptly the vehicles behind him stopped. Ed stopped. The highway work crew at the other side of the bridge started to tentatively walk toward Ed's truck.

While his life did not flash before him, Ed remembers those moments as rather anxious ones. He was on the centre of the span and his gross vehicle weight was easily ten times the weight of the cars that had preceded him. Suddenly one of the highway crew advancing toward him, knelt down and theatrically began to pray, his arms beseeching the heavens.

"Only then did I realize it was a joke," says Ed. He shifted back into gear and reached the other side of the bridge to the applause and laughter of the highway crew.

While there was a great deal of stress and strain to the various events that took place over those ten days in October and November, there was at least one lighter moment.

Pride of the Fleet



Norm Bifano puts the shine back on entrance way lettering in Burnaby.

The FVMPA flagship underwent a major overhaul. The Burnaby plant turned 18 years of age in 1981 and, as a result, steps were taken to return it to the spic and span image it should properly have.

The workshop personnel at the plant embarked upon the obvious areas of wear and tear such as crooked door frames and walls where paint was peeling. The silos which had endured the indignity of seagulls and pigeons over the years were returned to their bright cream colors.

Now that the address at 6800 Lougheed Highway has been returned to its original grandeur, employees are encouraged by Plant Manager **Grant Larkin** to maintain the good work that has been done.

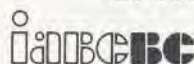
Office workers, production employees, and those involved in the

distribution operations have all contributed to keeping the "cuts and bruises" to a minimum. Due care and attention should continue that positive contribution.

Milk break

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INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

People and Programs That Promote FVMMPA



A Whitecap team member at the Dr. Oh promotion in Vancouver area schools.

Depending upon the time of year, the general public associates Dairyland's name with more than simply the production of milk.

During the last two weeks of August when people from throughout British Columbia attend the Pacific National Exhibition, the name Dairyland is synonymous with "Petting Zoo." Around the Thanksgiving holiday, school kids, teachers, parents and joggers on the Lower Mainland associate Dairyland with Cross Country Fun Runs. In various communities throughout the winter, Dairyland is usually linked with hockey jamborees. Finally, when it is Spring,

Dairyland is part and parcel of soccer sportsmanship jamborees held on the Lower Mainland, on Vancouver Island and in the B.C. Interior.

Dairyland's sponsorship of these events and many others is the result of the energy and creativity of the Marketing Services Department. **Don Winton**, Marketing Services Manager, **George Hrennikoff**, U.H.T. Product Manager, and **Mike Bissell**, Marketing Representative, spend a great deal of time organizing a year round program of public relations and the results are impressive.

The Dairyland Petting Zoo, for example, attracted approximately 170,000 spectators this past year at the P.N.E. All the animals were stress trained so that people could actually walk up and touch zebras, llamas, yaks, camels or various other exotic creatures. For children, of course, this was a chance to put flesh and fur on what previously they had only seen in comic books. Admission was free and for youngsters there was a special Dairyland coloring book handed out to remind them of their day at the zoo.

As far as the soccer and hockey jamborees, there is a unique twist to Dairyland's sponsorship. It is geared towards the non-elite type kids who play their respective sports. The main emphasis is on sportsmanship, fellowship and participation. Hockey is the longest running program with seven years and 7,000 participants to its credit. Soccer is also growing in popularity with both boys and girls. Dairyland has sponsored jamborees



Two of the approximately 3,000 participants in the 1981 various Fun Runs. These two competed in Chilliwack.

since 1979 and close to 1,800 youngsters have participated.

This year has also marked a further association between the Dairyland sponsorship and the Vancouver Whitecaps Soccer team. A new program was begun in the Lower Mainland where members of the Vancouver Whitecaps visit various elementary schools and demonstrate their soccer skills. Dr. Oh is featured and sampled by the kids after the student participation drills.

There are numerous other avenues and events in which Dairyland provides sponsorship in its public relations program. Various amateur sports ranging from logging sports to cross country skiing receive Dairyland endorsement. There is also financial support in the form of scholarships and bursaries. Finally, there are free distributions like Armstrong Cheese recipes and Dairyland sewing kits.

The discriminating reader, however, will see a pattern in the choice of public relations vehicles used by the Marketing Services Department. Events which emphasize community or team spirit as well as displays or features that attract the entire family's interest are the criteria for the various public relations programs. By whatever yardstick — kits, scoops of ice cream, joggers, skaters or runners — the programs help promote the Dairyland name and FVMMPA's line of products.



The Petting Zoo, an annual and popular event at the P.N.E.

FVMPA Program Earns a Convoy of Awards

Over the past few years, the fleet of drivers and their supervisors at FVMPA have regularly been receiving formal and informal recognition for their safety habits. The crowning glory, however, came recently in a citation to FVMPA from the National Safety Council in Chicago, Illinois.

Read the words of **Vincent Tofany**, President of the Council:

"Our staff is unanimous in the opinion that the FVMPA example represents perhaps the most rigorous driver upgrading and development program of any fleet operation known to us."

Add to this international recognition the following example of national attention:

- The Canadian Association of Fleet Supervisors presented Dairyland with a plaque in October of 1981 to recognize FVMPA's continued dedication to safety. The Safety Program at FVMPA has been in operation for over 15 years.

The braintrust of the FVMPA safety team is a two man operation: **Omer Tupper**, Personnel Manager, and **Doug Wilson**, Assistant Safety Supervisor. These two have recruited and trained drivers over the years that have earned FVMPA's its reputation.



Doug Wilson initiating a job applicant to the intricacies of an instrument panel.



Ed Walmsley, Doug Wilson and Dick Price pose with plaque awarded to FVMPA by the Canadian Association of Fleet Supervisors.

Perhaps the best description of the FVMPA program comes not from the National Safety Council but from some of the FVMPA drivers.

John Morton is a nine year FVMPA veteran who has successfully moved up from the step in van level to the tractor trailer level. The combination of the size of his truck, the location of his wholesale route in Vancouver's busy suburbs, and the endless number of small cars that try to cut around his truck would drive less professional drivers insane. Against the odds, John keeps his sanity and his good driving habits.

He credits his performance to an early lesson he had with the FVMPA: "I figured I was a pretty good driver until I took the defensive driving course (part of the FVMPA initiation). The one thing that really stuck with me was not just to look in the direction the truck is going but to look at the whole area around the truck." As a result John is constantly using all his mirrors as well as checking ahead for potential hazards.

Jake Fast of the Abbotsford Farm Pick-up Division is just as vigilant only he deals with an entirely different traffic hazard. Farm driveways are not always designed for trucks the size of FVMPA pick-up tankers. In some cases it requires backing up "blind" which means the driver cannot angle his trailer to see what is behind his vehicle. Once or twice it will happen that between the time a driver arrives and the time he's ready to leave,



Jake Fast of Farm Pick-up.

someone will have parked behind him. Add to that hazard the dogs and kids that wander up behind a truck and you've got some of the worries of the farm pick-up drivers like Jake.

As for the FVMPA program, Jake has been making a kind of statement every Spring for the past four years. For each of those years Jake has collected his Safe Driver Award. These are given to FVMPA drivers who have managed at least ten years or more of accident-free driving. Jake has now 14 years and his ingrained safety habits seem to assure him of another award night next Spring.

So as we head into the season of wet roads, black ice, and snow-covered surfaces, think of the challenge for the FVMPA team. Under such adverse conditions, the team continues to win awards both collectively and individually.



Ruth Perry at baby shower.

Ruth Perry of the Patrons Department in Burnaby was expecting a child on the last week of November. Her colleagues held a baby shower for her before she took maternity leave. An extraordinary number of gifts featuring the colour pink turned up in the baby clothing at the shower. Ruth's young son as well as her husband have been lobbying the stork and others to produce a Ruth junior.



Barry Thompson on stage.

Barry Thompson has not been invited on to the Johnny Carson show yet. However, the Kitimat FVMPA driver participated in the Aluminum City Telethon in October and he was probably responsible for the \$34,000 that was successfully donated and pledged that evening. Barry told jokes.

His best laugh came when he threatened that, if the audience didn't co-operate, he would return next year and tell more jokes. The studio audience exploded with laughter and the phone lines lit up with pledges.

The drawing to the side was left out for **Rudy Zimmerman**, a driver salesman in the Surrey area. **Milk Break** was unable to locate the canines mentioned in the note, but they must be high protein pups if they have been consuming considerable supplies of cottage cheese. If they are at the moment cute little Doberman Pinschers, Rudy might have contributed to some problems for himself in the future.

★★★

Roy Davidson and **Jim Defries** are setting up a way for their co-workers to win instant millions. They are planning a flight to Reno on January 31, 1982.

The trip will be a five day extravaganza leaving Vancouver on Sunday and returning Thursday, February 4th. The cost is \$219.00 and a \$50.00 deposit is required before December 20th. You can get hold of Jim in Burnaby at Stockroom No. 1, telephone Local 306. Roy is also in Burnaby at Wholesale Services, telephone Local 293.

If you want to enjoy the sun or if you've found a way to beat the odds, then Reno, Nevada is the place for you during the first week of February.



This drawing accompanied the following note:

"I've had it up to here with cottage cheese. Please go back to 1 **pint** of creamed cottage cheese . . . Dairyland cottage cheese is the best but 2 **quarts** a week can get to one. Even the puppies are tiring of it!"

Boardtalk

Due to production deadlines, **Boardtalk** is not available this month. This feature on the members of the FVMPA Board will continue next month with a feature on **John van Dongen**.

Distribution Appointments

Mr. R.W. (Randy) Williamson will now have expanded duties in various capacities within the Distribution Department. While maintaining his responsibilities as Assistant to the Manager of the Distribution Department, he will be responsible for the distribution function at Sardis, Abbotsford, Hope, Squamish, and Sechelt.

Mr. P. (Peter) Brennan has been appointed as a Wholesale Distribution Supervisor at the Burnaby plant. Peter has served the Association in

various capacities over the past 11 years.

Mr. A.C. (Alex) Matthewson has been appointed to the position of Supervisor of the Penticton Branch. Alex worked seven years for the Association in Kamloops before his move three years ago to Penticton.



Randy Williamson



Peter Brennan



Alex Matthewson



At this special season of warmth, friendship and peace, we extend to all our staff and their families, a very Merry Christmas and a happy and prosperous New Year.

N.T. Gray,
General Manager

Northern Chinese Officials Visit FVMPA



Plant Superintendent Dennis Haner explains what a Popsicle stick is to the Chinese.

The most exotic tourists ever to view the production facilities at

Burnaby and Abbotsford came with a delegation of Chinese agricultural specialists in October. Half of the delegation was from Inner Mongolia, which as the crow flies, is 56,000 miles away from Vancouver. Just for the cartographers in the crowd, that's the distance between Vancouver and St. John's Newfoundland, 18 times over.

While the packaging of fluid milk was the show stopper for the delegation in Burnaby, Abbotsford supplied them with UHT products. Their tour guides reported that all the members of the group packed **Super Socco** in their suitcases as gifts for relatives back home.

The mind boggles. Somewhere on the steppes of Asia a descendent of Ghengis Khan is now consuming FVMPA products.

Appointments

Mr. G.G. (Greg) Osborne takes on the responsibility of Regional Manager



Greg Osborne



Howie Stevenson

for Vancouver Island. In this new capacity, Greg will direct planning and operations for all FVMPA personnel on Vancouver Island. Greg is working out of Courtenay in the performance of this function.

Mr. H.W.C. (Howie) Stevenson is the head of the newly formed Corporate Development Department. In this new capacity, Howie will be responsible for evaluating the corporate structures within FVMPA. Among his other responsibilities, he will also oversee management development programs and evaluate information systems for the Association.

Retirement

Cliff Bolderson put in 34 years and three weeks at FVMPA as of October 30th, 1981. His retirement as a Fleet Analyst marks the end of his career that started on the shop floor as a mechanic and ended up as a kind of cost accountant for the entire fleet. Over the next 34 years, Cliff and his wife Jean plan to live in the most beautiful city in the world, Victoria. "Our apartment overlooks Beacon Hill Park," adds Cliff, "so Jean and I plan to admire the gardens of Victoria rather than weed them."



Cliff Bolderson and his wife Jean.



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