

Fraser Valley

Milk Break

1990



DF NEWS

DAIRYLAND FOODS NEWS

VOLUME 5 NUMBER 1 — SPRING 1990

Reorganization, office space and Palm acquisition addressed

An interview with David Coe

Recent months have seen a number of changes in the operations and organization of Dairyland Foods. Many employees have expressed an interest in learning more about them. In order to bring us up to date on some of the changes that are taking place within the company, General Manager David Coe took some time out to attend an interview with DF NEWS.

DFN: Why has there been such an extensive reorganization of the departments at Dairyland Foods?

Mr. Coe: It's pretty clear that anyone involved in business these days is facing a lot of change. It's no less so in our industry where the impact of international trade, the environment, new technology, and an uncertain marketplace has placed incredible pressure upon the major companies.

As responsible managers, we have an obligation to monitor the effectiveness of our organization on an ongoing basis. Consequently, we've paid a lot of attention to our organizational structure over the past few years;

all the more so this year with our acquisition of Palm Dairies, the implementation of the DAWS, free trade and so forth.

I do a lot of travelling for Dairyland Foods, so I have the opportunity to visit many different food companies in the course of the year. Last year, I started looking on an informal basis at how our company structure compared with others. It was my impression that in some areas, we tended to use more people, more processes, and more regulations than other companies involved in comparable operations.

Now that was only an impression, so late last year I asked certain members of our management team to form an in-house task force to review the situation. In addition, an outside consultant was called in to give the project greater scope and perspective.

Basically, we used three main criteria to evaluate our organizational structure. These were efficiency, accountability and focus.

What we found was that in certain areas of our company — but

by no means all — only some of these criteria were being met adequately. There are examples of functions being duplicated, reporting relationships that didn't make a lot of sense, and individuals being assigned duties that just didn't fit with their normal job functions.

The task force identified several of these areas and recommended a more efficient structure to address some of the concerns. The result was what we finally announced on February 15 — a new organizational structure that allows us to be as responsive and productive as we have been in the past, but with less bureaucracy, fewer inefficiencies and greater focus.

In some areas, the new structure means some pretty large changes. For example, we have created a new Region One portfolio to bring our Lower Mainland operations in line with our other regional operations. Additional changes have been made to our Sales Department to better reflect the different kinds of customers we have — grocery, foodservice, home service, etc. — and to our Information Services Department (now Management Information Services) to better reflect the critical role it plays in our day-to-day operations. The net effect is to improve our ability to satisfy the three criteria I mentioned before. In the process, we should become more responsive to the requirements of our own jobs, and more cost-efficient in the process.

DFN: Are we cutting costs at the expense of the employees?

Mr. Coe: Whenever the goal is to reduce inefficiencies, such as the duplication of functions or multiple reporting relationships, you have to look at the whole operation, including your manpower requirements. In the process of rationalizing our operations, some job dislocation did occur. Fortunately, it was not substantial. It was fair to the employees, and now, it's over with. Any changes that take place in the foreseeable future will be performance-based rather than structure-based.

I am determined that we get over the period of review and adjustment that typified 1989. Our task now is to get on with business. As I've said before, we have to work smarter, and not necessarily harder, than we have in the past. And now, with our new organizational structure, we're in a better position to do so.

DFN: Since the Palm Dairies acquisition see INTERVIEW page 2



"We used three main criteria to evaluate our organizational structure: efficiency; accountability and focus."

| Dairyland Foods...Safety & Sanitation Notices | |
|---|-----|
| -BURNABY Accident Free Yrs./Months | |
| Production | |
| Lozells | |
| Maintenance | 1 |
| Checking | |
| Laboratory | 1 2 |
| Garage | 1 |
| Annacis | 4 |
| Home Service Delivery | |
| Wholesale Delivery | |
| Head Office | 1 2 |

Working safely

There is a new addition in Sperling's cafeteria stairwell. In November, a safety board was put up to keep track of the number of accident free months in each department. Accident free months at the Burnaby, Lozells and Annacis plants are recorded on the board. Production, Maintenance, Checking, the Lab, the Garage, Home Service, Wholesale Delivery and Head Office are included on the safety board.

Ken Waldman, Co-ordinator of Health and Safety, explains that if employees are aware of their safety records they work harder to develop a safe working environment.

"People develop a better attitude towards safety," Waldman says. "They think about situations in the workplace and how to avoid unsafe practices."

Waldman is looking for a short but snappy safety slogan. If you have an idea send it along to Ken in Human Resources. Include your name, branch and of course, your slogan. The contest deadline is April 30th and there will be a prize for the chosen slogan. Think safety!

Interview with David Coe

Continued from page 1

quisition, the demand for office space at Sperling has increased considerably. Some changes to alleviate the pressure on space have already taken place, such as the renovations to the Customer Service Department. Are more changes in store to increase space efficiency at Sperling?

Mr. Coe: We plan on continuing to upgrade the office space at Sperling by using modular units, such as in the Customer Service and Credit departments. We do have a rough version of a master plan where the entire office would be converted to these modular units. This plan is not set in stone, however, and will evolve as the company evolves.

DFN: How has the Quality Improvement Process helped our operations? How does senior management view the QIP?

Mr. Coe: Senior management is very committed and enthusiastic about our Quality Improvement Process. I think the QIP has had

some impact on making employees who have had training look at their job from a different perspective, that is, an overall perspective. The toughest part of this entire process is implementing it. That's where the dedication of those involved really has to be applied.

DFN: Are there any changes in store for Home Service?

Mr. Coe: Yes. We foresee major changes in Home Service. Of course, the reason for this is the enormous changes that have occurred in the marketplace, essentially caused by the Sunday openings and the super stores opened by the major retail chains.

Now that the Home Service Department is part of the Sales Department, the focus on sales has been increased. Our new Home Service Manager, Stan McHann, has a strong background in sales and has some great ideas for the department.



"The new organizational structure allows us to be responsive and productive but with less bureaucracy, fewer inefficiencies and greater focus."



Our new Home Service trucks boast appealing graphics and a bold new look.

Rave reviews for new trucks

The reports are in and the new Home Service trucks have been given rave reviews. Twelve trucks — all Ford diesels — were delivered to Dairyland Foods by the end of January. Eight operate out of the Burnaby branch, four out of Prince George. Fleet manager Ed Walmsley notes that one of the advantages of the diesel-operated trucks over the older trucks, which are all propane-operated, is that they require less maintenance. (The Home Service fleet is comprised of about 80 trucks.)

But the new trucks' advantages don't stop there. Otto Bjornson, a Home Service Driver and Salesperson, has been using a new truck since November. Since switching to the new vehicle, he says, "I don't get a sore back any more and product fits into the truck better."

In addition, Bjornson saves about 30 minutes a day on his route because the new truck is easier to work out of.

Bjornson notes, too, that the bold colour scheme (yellow and blue markings on a white background) is an added bonus. "Customers say the colours are much more appealing."

The new trucks also boast bold, new, multi-coloured Home Service logos on each side. The logos depict a selection of the types of products available and the legend "Home Service since 1919."

These trucks are so easy to work out of largely because of a committee which began working on the vehicles' redesign more than a year ago.

Home Service Supervisor Bill Morton was the coordinator for the Truck Design Committee. Committee membership in-

cluded: former Home Service Manager Martin Minshall; Ed Walmsley; Vic Warner; Guy Martel; John Lundgren; Darrell McNeil; Len Deviet; Bob Talson and AlMcRae. Morton points out that the objective of the committee was to redesign the Home Delivery trucks to make them as easy as possible to work out of.

Most of the changes to the trucks are on the inside. The basic body remains the same. Changes include: an extra step on the curb side of the truck, making entering and exiting the truck much easier; angled racks for storage; and generally, better use of space in the truck's storage area.

Says Morton, "the consensus of staff is that these new trucks are a major credit to Dairyland Foods. They're a pleasure to work out of and they provide a safe, fatigue-free work unit."

DFN: When will the Annacis Island facility be up and running?

Mr. Coe: The changes at Annacis should be completed by July. We have a very detailed schedule which enables us to continue running with only a minimal shut down when we move UHT from Sperling to Annacis.

DFN: Are all the Palm operations now completely integrated with Dairyland Foods' operations?

Mr. Coe: The Palm operations are now integrated with those of Dairyland Foods. The two major areas were the Prince George plant, where three operations — Fraser Maid, the Dairyland Foods depot and the plant we acquired through the Palm acquisition — were merged into one facility, and the Cranbrook depot, which required some major upgrading. In addition to those changes, we've also been making changes to our shipping and checking operations, mainly in connection with the Dairyland Automated Warehouse System. The last year or so has been an extremely busy time for changes to our operations.

DFN: How has DAWS helped our operations?

Mr. Coe: We simply couldn't operate the combined volume of Palm and Dairyland Foods without the extra cold room space. The DAWS has been in operation since about the beginning of December and was of tremendous help throughout the holiday season. In fact, because our volume increased so tremendously with the purchase of Palm Dairies, I don't think we could've handled Christmas without the DAWS. We are currently looking at installing more flow racks in the DAWS, which will enable the warehouse to accommodate more volume.

DFN: What is Dairyland Foods' main strategy for 1990?

Mr. Coe: The main elements in our strategy, now that the Palm operations have been consolidated into our own, are to refine that consolidation and to focus in on productivity and on our standing in the marketplace. In regards to refining this consolidation, completing the Annacis Island project is the main item on the agenda.

Organizational structure responds to change

One of the keys to success in a rapidly changing industry is to have a lean, efficient organizational structure.

A peculiar feature of the B.C. dairy industry is that the companies themselves operate on thin profit margins. Furthermore, the limited supply of milk available in such a tightly regulated industry means that increasing profits through sales growth is bound to be a slow process.

As a result, Dairyland Foods' corporate strategy revolves around two fundamental objectives, first, to focus our marketing efforts on the development of high-value, differentiated products, and second, to become the least-cost supplier of dairy foods in the marketplace.

Between them, these objectives demand an efficient, responsible organizational structure.

While our organization is western Canada's largest and most advanced dairy, in the large order of things, we are still only a small-to-medium-sized business. We do not enjoy the same economies of scale as our competitors in eastern Canada or the United States. In order to bring our level of competitiveness up to theirs, we have to be even more efficient than they are.

One way to achieve this level of competition is to invest aggressively in advanced processing and distribution technologies such as the Dairyland Automated Warehouse System (DAWS), the DASI and the Alfa-matic cheesemaking system in Abbotsford.

But technology can take us only so far. Ultimately, people make an efficient organization. And to get the most out of good people, a sound organizational

structure is essential.

Last month, Dairyland Foods took a major step towards greater organizational efficiency by restructuring.

The changes are the result of more than six months' work by an internal task force and an external consultant. Together, these groups looked at Dairyland Foods' entire organization, compared it with similar companies elsewhere in North America, and measured its performance against specific criteria originating in our corporate strategy.

Based on their recommendations, senior management implemented a series of changes at all levels of the organization. The changes are intended to eliminate the duplication of functions, provide greater focus for individual departments, and improve their overall accountability. In short, they are designed to make Dairyland Foods a more efficient, more responsible operation.

"We recognize that these changes are of sweeping proportions," says General Manager David Coe. "In some cases, certain functions have been eliminated, in others, they have been redefined. But in all cases, the changes are designed to improve our ability to get the job done."

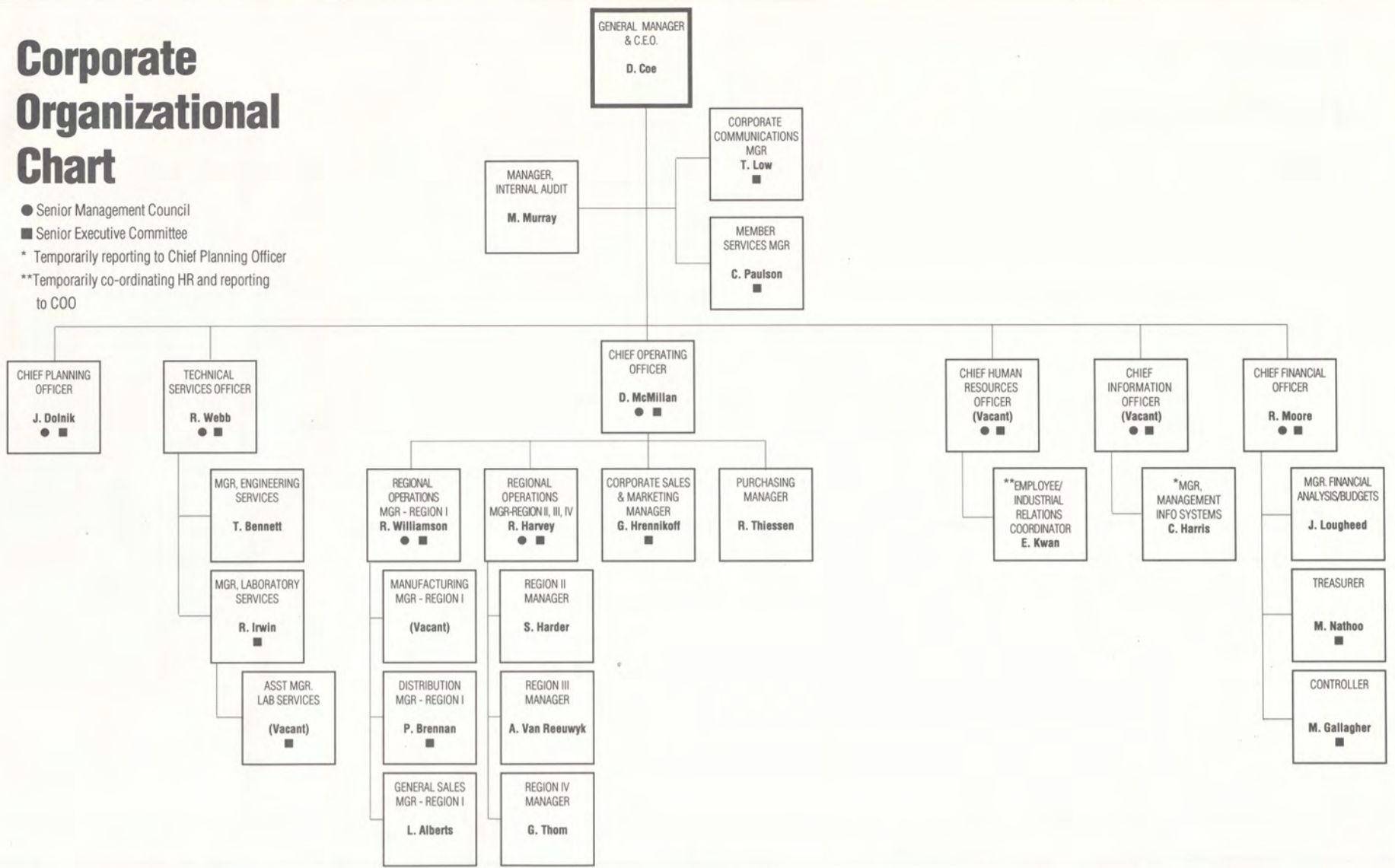
Mr. Coe adds that the new organizational structure is a major step towards positioning Dairyland Foods for the future, when competition is fierce, markets are global, and opportunities are greater than ever before.

"We're already one of the leading food processors in Canada," says Mr. Coe. "These changes will help us maintain our position well into the 1990s."



Corporate Organizational Chart

- Senior Management Council
- Senior Executive Committee
- * Temporarily reporting to Chief Planning Officer
- **Temporarily co-ordinating HR and reporting to COO



These job descriptions outline the functions of newly appointed positions. In addition, members of the Senior Management Council and the Senior Executive Committee are pictured.



Joseph Dolnik
Mr. Dolnik has been appointed Chief Planning Officer. The CPO is responsible for developing and co-ordinating the long-range corporate goals and strategic plans, as well as the short-term and annual business plans for Dairyland Foods.



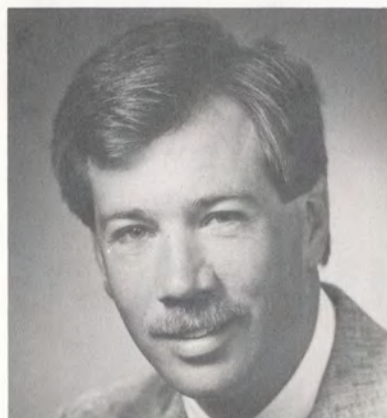
Russ Webb
Mr. Webb has been appointed Technical Services Officer. The TSO is responsible for all Dairyland Foods' engineering services, including planning and development of both plants and equipment. Laboratory services are also his responsibility, including quality control, research and development.



David McMillan
Mr. McMillan has been appointed Chief Operating Officer. The COO is responsible for the core of activities of Dairyland Foods. Mr. McMillan oversees operations in all four of Dairyland Foods regions including all plant operations, sales and marketing, manufacturing, distribution and purchasing.



Roy Moore
Chief Financial Officer



Randy Williamson
General Operations Manager-Region 1



Ron Harvey
Regional Operations Manager-Regions 2,3,4



George Hrennikoff
Corporate Sales & Marketing Manager



Tom Low
Corporate Communications Manager



Maheb Nathoo
Treasurer



Mike Gallagher
Controllor



Carol Paulson
Member Services Manager

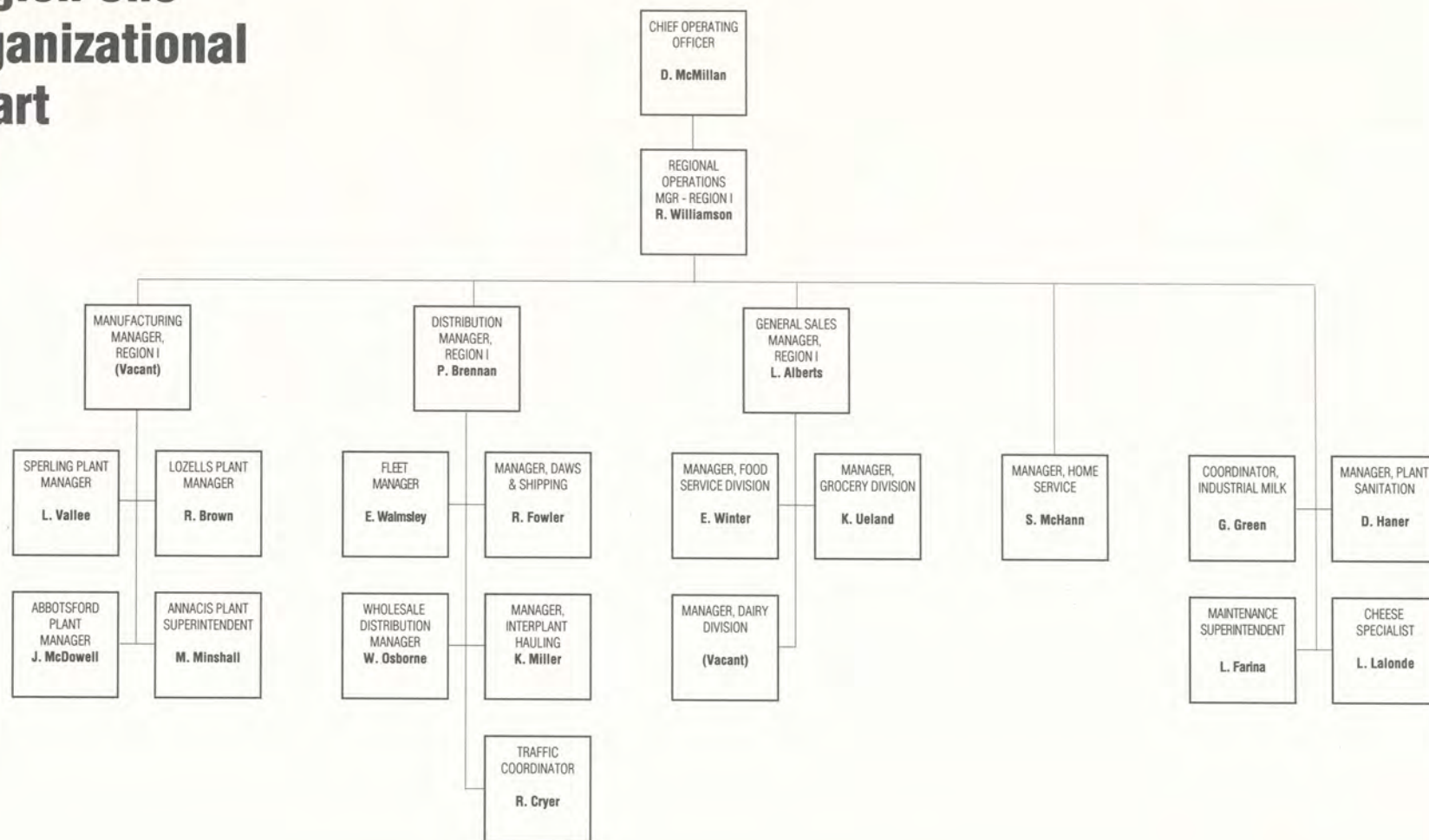


Peter Brennan
Distribution Manager-Region 1



Bob Irwin
Manager Laboratory Services

Region One Organizational Chart



Restructuring helps Regions meet needs

The biggest news in the recent corporate restructuring exercise was the creation of Region One. Region One encompasses the operations of the entire Lower Mainland. It is the largest region and includes 60 - 65 per cent of the company's sales dollars.

Regions Two, Three and Four are Vancouver Island, the Interior and the North. These areas remain unchanged by the recent shuffle. They have been operating successfully in a decentralized system since 1984.

In mid-February, Randy Williamson, previously General Sales Manager, was appointed Regional Operations Manager of this brand new area.

When asked to explain how his region operates, Williamson stressed the importance of the new decentralized corporate structure, or what he refers to as the "straight

line operational core." The structure and operations of his region mirror the structure and operations of the company.

Ron Harvey, Regional Manager of Regions Two, Three and Four explains that the decentralized system has been successful because it gives Regional Managers the autonomy to manage their own regions.

"Each region is able to operate as a successful business unit," Harvey says. "This system allows the managers to control their own operations."

Both Harvey and Williamson are essentially Chief Operating Officers on a smaller scale. As Regional Operations Managers they are responsible for the three main components of their regions — sales, distribution and manufacturing. Each has managers to oversee operations with-

in each of these components.

This structure allows all four of the regions to operate as separate business units. The regions all have their own profit and loss margin and control their individual marketing, sales and distribution staff. This structure enables Dairyland Foods to clearly focus on the needs of the particular region.

In Regions Two, Three and Four, Regional Managers control all sales, distribution, manufacturing and purchasing for their own areas. Stan Harder manages Region Two, Bram Van Reeuyk oversees operations in Region Three and George Thom co-ordinates Region Four. Operations in Regions Two through Four have an added step: the distribution branches. Because of the size of the regions, distribution branches are a vital link in the chain to move products to consumers.

In Region One, distribution is under the management of Peter Brennan with Lee Alberts performing the Sales Management function.

Williamson explains that rearranging head office into a region for manufacturing, sales and distribution, as done in the branches, will help to clarify responsibilities, improve communications and concentrate on specific goals and objectives.

"The corporate services of Planning, Technical Services, Communications, Human Resources, Information Management and Finances now represent the true function of Head Office," Williamson says.

Still in the midst of organization, Williamson noted that it was premature to have detailed goals for Region One. But in keeping with the corporate goal

he promised that his region would be a major contributor to the company's bottom line: growth in the 1990s.

"Our main objective is to meet the requirements of our customers every time we put products in his store or on the doorstep," Williamson says. "To do this we need the co-operation and efforts of every employee in the region. We must identify and eliminate all the problems and hassles that prevent us from providing quality service."

Both our Regional Operations Managers agree that change now will better position Dairyland Foods to make significant gains in the 1990s.

"We have the resources and the talents to deal successfully with future challenges," Williamson says.

How far we go is entirely up to us.

Quality: securing our future

Every consumer likes Quality products or services regardless of the price or size of the product. We like to feel that the money we spend is replaced by a Quality item whose integrity we can depend on. It may be a car, sweater or a litre of milk. We live in a competitive world and if the car, the sweater or the milk does not meet our requirements we can switch to another brand.

As a marketing organization we know our competitors today. But with Free Trade and the General Agreement on Tariffs and Trade (GATT) we do not know who they might be in a few years' time. Because of these changes, Quality is receiving greater attention by all manufac-

turers. At Dairyland Foods, the introduction of the Quality Improvement Process is our effort to ensure a successful future.

The way Quality is controlled has also changed. Quality control inspectors are out. Quality control is more and more being incorporated into the system which produces the end product, rather than being an appendage at the end of the system or a "looking over the shoulder" technique applied during the production process.

When we learn to control our processes so that the product produced consistently meets our customers' requirements, we will have a Quality management system.

Effective Quality management is the key to our long-term



survival and profitability.

Quality improvement is a process, not a program. Programs end but processes are continuous and, due to the competitiveness in the marketplace, continuously

improved.

There is, of course, a cost of Quality, which includes the cost of making mistakes in both manufacturing and service operations. In addition, one has to include the cost of measurement to locate errors, as well as the cost of preventing errors — creating defect-free designs and training programs. The cost of Quality, usually between 20 and 30 per cent of sales, is in itself a strong inducement to secure Quality improvement. In an effective Quality Improvement Process, the cost of Quality will decrease.

The essence of a successfully implemented Quality Improvement Process is the commitment of senior management. It is vital

that the importance of the process be understood throughout the organization, from senior managers right through to the production floor. Every employee must be recognized as having an important role to play, and should be familiar with the organizations' business situation and the needs of our customers.

As Quality is the first among equals of cost and schedule, management's commitment must be first among equals of all other employees. Unless management leads by example, few other employees will follow.

Our future is in our hands. How serious we take the subject of Quality will determine our success.

Changing times ahead for B.C. dairy industry

Change is the one constant in modern business and the dairy industry is no exception.

Pick up a copy of the New York Times, the Wall Street Journal or the Financial Post and you'd swear the world had gone amuck; corporate takeovers dominating the map; trade wars blocking access to offshore markets; technology revolutions restructuring the workplace. Gone are the days when the essence of a manufacturing firm was its ability to stamp out a good widget. Today, small companies are buying out big ones, computers are telling their operators how to do their jobs, and corporate executives are spending as much time talking to politicians as to their own line managers.

"The 1990s look to be even more volatile as markets become globalized."

In short, tremendous change has overcome the business world. And as the man said, "you ain't seen nothin' yet." The 1990s look to be even more volatile as markets become globalized, technologies advance even further, and human resources become more specialized. No question about it — it will be an exciting time.

These observations are as true for us in the dairy industry as they are for people who work in finance, health care, or the public service. Like all industries, we've witnessed some dramatic changes over the past decade. And those changes are just the beginning.

"International trade has become vitally important to the dairy industry."

Our markets have become extremely competitive. The arrival of new players in the B.C. marketplace has thrown milk prices into a tizzy. In some cases, these new players are sophisticated marketers backed by deep-pocketed na-



tional and international affiliates. In other cases, they are small local operators whose sole plan of attack is to acquire the market share through tenacious price wars. In any event, the implications are clear; when milk prices fall by as much as 25 per cent at the retail level, the losses can't help but find their way back to the manufacturer.

In addition, marketing strategies are becoming more expansive. The major dairies are now working with wholesale food brokers to gain greater access to the growing foodservice sector. Throughout North America and Europe, large dairies are joining integrated food companies to increase the scale of their operations. In Canada, smaller dairies are joining larger ones for much the same reason. Many are expanding their product lines beyond dairy products and into related non-dairy foods.

According to Kempton Matte, president of the National Dairy Council of Canada, it is entirely possible that Canada's dairy industry will be dominated by only five or six major companies in the next decade. But the pressure for change isn't just coming from competing companies. International trade has become vitally important to the dairy industry, which means other countries are also starting to dictate how we run our business.

For example, last fall's General Agreement on Tariffs and Trade (GATT) Panel decision against Canadian import

controls on yogurt and ice cream sent a shock wave through the industry, for unless significant changes are made at the current round of GATT negotiations, the decision promises to give other countries access to our markets without giving us reciprocal access to theirs. At this point, the so-called 'level playing field' we've been seeking simply hasn't materialized.

Import restrictions are not the only trade issues. Many of our

trade partners are pressuring the Canadian government to modify its supply management programs in agriculture. If Ottawa does yield to these pressures, the organization of our industry could be dramatically altered and this would have a direct impact on the way we plan our operations.

Additional pressure comes from the changing tastes and expectations of the people who buy our products. The 1980s saw the emergence of some pronounced trends in consumer purchasing habits. Today's consumers are more discriminating than ever, demanding less butterfat, greater selection, more convenience, and better nutritional profiles for their dairy products.

It is no longer the case that people will buy whatever products we put on the market. Instead, we have to be more conscious than ever about producing the goods that people want to buy. And this requires a tremendous investment in research and development, new technologies, and marketing expertise.

Finally, there is a formidable slate of new issues in our day-to-day running of the business. The environment is a huge concern,

as is food safety and the general state of the economy. Failure to address these issues could have severe consequences for the industry and the companies that operate within them.

"Today's consumers are demanding less butterfat, greater selection, more convenience and better nutritional profiles."

At the same time, the market potential for our products in the United States, the Pacific Rim, and possibly Europe is enormous. The advances that have been made in processing and distribution technologies go beyond anything previously imagined. And the demand for new, differentiated products here at home is growing.

For an efficient, aggressive dairy with solid foundations in the marketplace, the opportunities are tremendous. And for a company like Dairyland Foods, which easily falls into this category, the future looks exceedingly bright.

DAWS operations continue to improve

Hand flow racks are now in use in the Dairyland Automated Warehouse System (DAWS), completing the three stages of picking orders. Customer orders are now picked in the main stack store in full cases in multiples of three; single full cases are picked in the single case rack; and single units are picked in the hand flow racks.

Any combination of picking areas can be used for filling an order. For example, in an order of 40, two litre cartons of two per cent milk, three cases (27 units) would come from the main stack store, one case (nine units) from the single case racks, and four units would be hand picked from the hand flow racks.

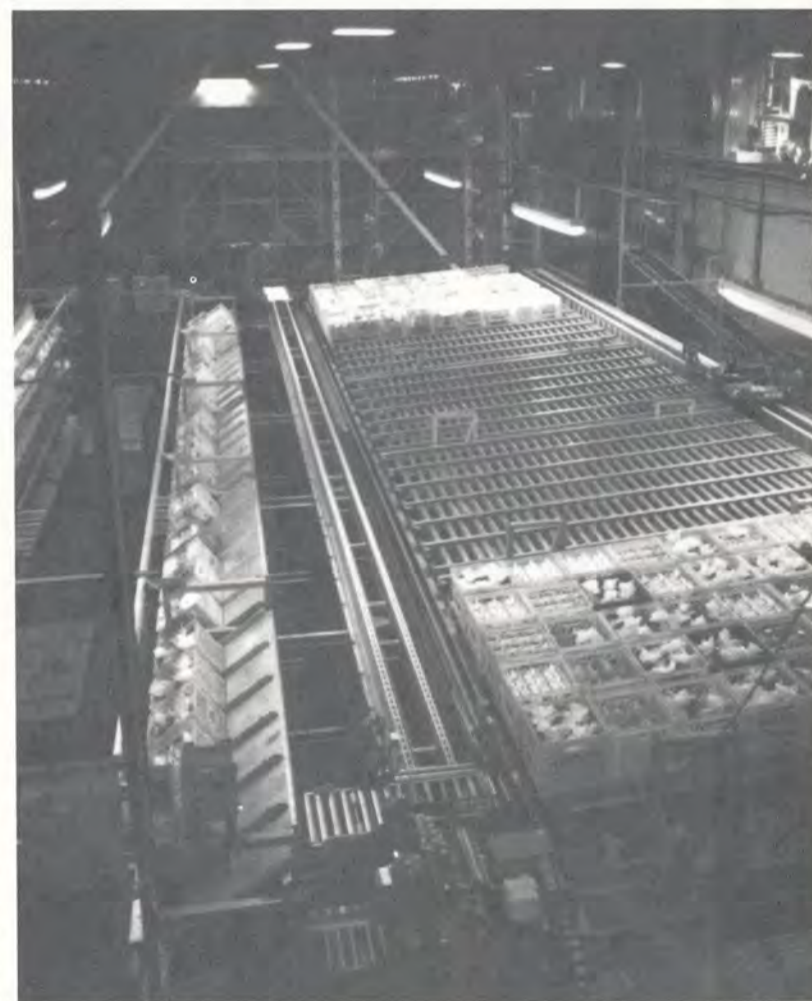
All three sections of the order would be released from their respective areas and travel along to outfeed stackers to be married into one stack of five cases.

DAWS is now used to hand pick 48 products, including the McDonald's restaurant mixes. Hand picking is being used to fill all Lower Mainland Home Service routes as well as the night-load trailers. Bob Fowler, Manager of DAWS and Shipping is excited with the progress in the warehouse.

"We're continually refining the capabilities of the system," Fowler said. "We keep expanding what we are able to do with the system and it's getting better and better."

Right now, 34,000 cases a day are controlled by DAWS. Not bad for a day's work.

Tens of thousands of cases are handled through the DAWS every day. Right: Board members Jim Waardenburg, Harke van der Meulen and Louis Yonkman during a recent DAWS tour.



Plant fire at Abbotsford

On Valentine's Day, a mishap that could have spelled disaster for the Abbotsford plant was dealt with efficiently by a group of dedicated employees.

At 7:08 a.m. a small fire broke out in the electrical room of the Abbotsford plant because of an electrical short in the wiring. The power from the Main 440 distribution centre was cut off. This affected the operation of the cottage cheese machinery, the Mozzarella cooker and stretcher and some operations in the packaging room.

"Luckily," Plant Manager Jim McDowell said, "the cottage cheese wasn't scheduled to run." The other operations were suspended.

A maintenance crew worked around the clock to repair the damage. A group of Abbotsford

employees including Brian Padgett, Doug Andress, Lindsay Britton and Maintenance Supervisor Barry Crane aided specialist Bill Erickson of Erickson Engineering. Erickson supervised the repair work and co-ordinated the purchase of new parts.

This crew remedied the problem in 17 hours. Russ Webb, technical services officer, noted that solving the problem took longer than it might have because of the heavy snowfall that hit the Lower Mainland that day, hindering the delivery of some parts. But by 12:54 a.m. the next day, the Abbotsford plant was up and running. McDowell was impressed by the efforts and dedication of his staff.

"Due to their hard work, we got the power on and got back to business as usual."



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

Work anniversaries

Congratulations to Dairyland Foods employees celebrating their work anniversaries in the first quarter of 1990. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

FORTY YEARS

ABBOTSFORD — Elmer Armitage, Machine Operator.

THIRTY YEARS

WILLIAMS LAKE — Don Hanson, Wholesale Driver.

TWENTY-FIVE YEARS

BURNABY — Gunvor Bjornrud, Janitor; Joan Hale, Retail Billing Clerk; Earl Johnson, Jug Operator; Marlene Steele, Senior Key punch Operator.
DELAIR — Gordon Plastow, Tanker Driver.
LOZELLS — Iona Whyte, Packager.
NANAIMO — Dave Mitchell, Driver/Salesperson.

TWENTY YEARS

ABBOTSFORD — Willy Porter, Office Clerk.
BURNABY — Brian Birch, Creamer Operator; Peter Brennan, Distribution Manager; Ron Elliott, Home Service Relief Driver; Atilio Greifenberg, Heavy-duty Mechanic; George Hrennikoff, Marketing Manager; Lorelei Milligan, Packager; Al Nuzsdorfer, Heavy-duty Mechanic; Tom Palmer, Home Service Relief Driver; Ralph White, Dairy Worker.
LOZELLS — Mike Gazda, Checker/Loader.
NANAIMO — Bill Sampson, Driver/Salesperson.
VERNON — Ivan Bourelle, Driver/Salesperson.

FIFTEEN YEARS

ABBOTSFORD — Bert Larsen, Maintenance Journeyman; Bob Penner, Cottage Cheese Packager; Chris Price, Pasteurizer.
ARMSTRONG — Len Renkema, Relief Assistant.
BURNABY — Ron Bergen,

Warehouse Supervisor; Al Draper, Mechanic; Mike Elder, Wholesale Route Relief Driver; Lui Farina, Maintenance Superintendent; Gauncho Gamboa, Heavy-duty Mechanic; Steve Hallock, Mechanic; Joe Hansl, Mechanic; Bev Kirkland, Inventory Control.
DELAIR — Mark Davison, Tanker Truck Driver.
KAMLOOPS — Jan Van Iterson, Driver/Salesperson.
VERNON — Douglas Bertsch, Driver/Salesperson; Len Sarrazin, Plant Production.
VICTORIA — Don McClernon, Driver/Salesperson.

TEN YEARS

ABBOTSFORD — Lani Bartley, Secretary; Mike Britten, Dairy Worker; Jim Dean, Machine Operator; Clare Graham, Machine Operator; Rick Lang, Dairy Worker; Kent Lillie, Separator Operator; Bobby Macpherson, Packager; Brian Nash, Shipper; Al Nicol, Packager; Robert Obyrne, CIP Operator; Al Simpson, Machine Operator; Brian Thompson, Dairy Worker.

ARMSTRONG — Judy Ehrlich, Office Clerk.
BURNABY — Fred Addison, Food Service Representative; Grant Clerkson, Home Service Driver/Salesperson; Don Friesen, UHT Tray Pak; Harold Kilby, Pasteurizer; Bill Klassen, Home Service Driver/Salesperson; Brian Kurtz, Holiday Relief Driver, Wholesale; Morris McKenzie, Wholesale Holiday Relief Driver; Harvey Radke, Tetra Pak Tray Operator; Leonard Rebman, Milk Receiver/Checker; Brad Rendall, Home Service Holiday Relief Driver; Robert Ryder, DAWS Operator; Bob Talson, Home Service Relief Driver; Jim Wood, Checker/Loader.
COURTENAY — John Broccolo, Checker/Loader.
DELAIR — Dennis Loewen, Holiday Relief Driver; Harvey Moen, FPU Driver; Ken Smith, FPU Driver.
NELSON — William Warner, Combination Driver.
PRINCE GEORGE — Maria Haglund, General Office Clerk.
TERRACE — Ted Anthony, Driver/Salesperson.

Retiring employees

Nils Carlson retired December 6, 1989, after nearly 22 years service. Nils started with Dairyland Foods as a Dairyworker in January, 1968. Prior to his retirement, he worked at Lozells as an Ice Cream Machine Operator.



Nils Carlson



Tom Hoffman

Tom Hoffman retired in December from his position as Alphamatic Cheese Machine Operator in Abbotsford after 44 years service. Tom began his employment with Dairyland Foods as a Standardizer Operator at the Delair plant.

Art Jones retired December 15, 1989, from his job as an ice

cream Driver/Salesperson that he had held since December 1981. Art came to Dairyland Foods from Silverwoods, where he worked since June, 1959.

Jim Miller retired on February 16 from his position of Route Accounting Supervisor. Jim began his career at Arctic Ice Cream in 1948 where he was in charge of inventory operations. He spent some time in charge of both fluid and ice cream inventory and controlled the branches' frozen food operations until he was made Route Accounting Supervisor in 1975.

Doug Wilson retired Fe-



Art Jones



Jim Miller

bruary 16, 1990 from his position of Driver Trainer and Safety Supervisor. Doug began his career at Shannon Dairies in 1955 as an ice cream Driver/Salesman. Doug came from Shannon Dairies to Dairyland in 1958 and worked as a Foreman in the ice cream division as well as a wholesale holiday relief driver. In 1972 Doug was appointed to his position of Driver Trainer and Safety Supervisor.

Harry Wood retired in February from his position as Plant Superintendent. His career in the dairy industry began in 1944 at a small independent dairy on Van-



Doug Wilson



Harry Wood

couver Island. He became an employee for Silverwood in 1966 and spent time supervising their fluid milk and ice cream operations. He was made Plant Superintendent at Lozells in 1982.

New appointments

Dennis Arychuk has assumed the duties of Home Service Sales Supervisor.

Dave Brandner has transferred from Sperling to the Lozells ice cream plant where he has assumed responsibility for all Quality control functions.

Zory Drazenovic has been appointed to the position of Manager of Accounting Services.

Karl Ferguson has assumed the position of Project Engineer, Engineering Services.

Bob Fowler has been appointed to the Position of Manager, Dairyland Automated Warehouse System and Shipping.

Colin Harris has been appointed to the position of Manager, Management Information Systems.

George Hrennikoff has been appointed Corporate Sales Manager.

Alan Hlady has assumed the position of Sales Representative at the Victoria branch.

Doug Karlson has assumed the duties of Quality Control Group Leader at the Sperling Lab.

Guy Martel has been appointed to the position of Home Service Sales Supervisor.

Bruce McFarlane has been assigned the engineering responsibility for the Annacis Island project.

Martin Minshall has been appointed to the position of Superintendent, Annacis Island.

Ron Pelzer has been appointed Assistant Plant Superintendent at the Lozells Ice Cream plant.

Bram Van Reeuyk has assumed the position of Regional Manager for the Island region.

Angie Szeto has assumed the duties of Supervisor, Member's Accounting.



In memory



Leo Rougeau

Leo Rougeau, Assistant Foreman in the UHT and Butter Production area, died recently after a brief illness. He joined Dairyland Foods in April, 1967, as a checker loader. Mr. Rougeau was 51. A service was held January 4 in Langley.

Larry Shaw, a former Dairyland Foods employee died on January 18. Larry was responsible for all new construction and modifications of the Lower Mainland plants and was involved with the construction of the Sperling plant. Larry officially retired in April 1976, but returned to the engineering department a year later until his final retirement in February, 1980. A memorial gathering was held for friends and family on January 21.

Safety savvy

- Before doing any job, learn the proper safety procedures. By being aware of the hazards of anything we do, we can follow proper procedures to avoid accidents and injury. Remember, awareness averts accidents.
- Get first aid treatment for cuts and bruises immediately. Don't let a minor neglected injury become a major infected problem.

Contributed by Ken Waldman, Safety Coordinator



DAIRYLAND FOODS NEWS

Published four times a year for Dairyland Foods employees and their families by the Member Services Department. Readers' suggestions and comments are always welcome. Mailing address: P.O. Box 9100, Vancouver, B.C. V6B 4G4. Phone: 420-6611; Toll Free 1-800-242-8440.

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Publications Assistant: Karen Redkwich
Contributing Writers: Rhonda Emmerich, Dan Wong

Special thanks to everyone who contributed to this issue.

We've come a long way in UHT

Production begins at Annacis

Called "the focus of one of the most ambitious projects ever undertaken by Dairyland Foods" shortly after we acquired it, our Annacis Island production facility is now in operation. This dedicated Ultra High Temperature (UHT) facility is a state-of-the-art operation. We acquired the Annacis facility in April, 1989, when we purchased the mainland B.C. assets of Palm Dairies Ltd.

The Annacis start-up date of May 15 followed months of renovations. These changes included converting the milk cooler into a finished UHT product warehouse, adding computer equipment, installing panelling to enclose the filling room and packaging line and redoing the floor in the production area. In the storage areas, a "drive-in" type of racking was installed to maximize storage capacity.

Other renovations included installing more UHT storage tanks. In addition, a reel feed room was added to the facility. UHT packaging is fed from reels through a wall into an aseptic filler room, a set-up which creates a perfect environment for packaging UHT product.

These renovations marked a great change at the Annacis facility. When we acquired it, the plant was being used to produce and package fluid milk, creams, cottage cheese, sour cream and UHT juices and drinks.

But with the changeover to a strictly UHT operation, "this facility allows us to be completely focussed on UHT production," says Annacis Plant Superintendent Martin Minshall.

UHT operations at Sperling, located there for five years, were shut down May 5. Equipment was moved to Annacis the following week.

Lorne Vallee, Sperling Plant Manager, notes that future plans for the former UHT area at Sperling are to move the existing cultured product packaging equipment closer to the cultured product processing equipment, which is already next to the former UHT area. By having everything in one area, the cultured product operation will run more efficiently.

Dairyland Foods began UHT sterilizing and aseptic packaging in 1980 at our Abbotsford plant, where we began UHT operations by packaging one

litre tetra bricks of two per cent milk. Five years later, our UHT operations were moved to Sperling.

Today, just 10 years after starting UHT production, we have a dedicated UHT facility where we package a variety of products, from Twist & Shake milkshakes to sugarless fruit drinks (sweetened with artificial sweetener), to fruit juices, to milk and chocolate milk.

Process Engineer Bruce Mc-

Farlane, who has been extensively involved with the Annacis project, noted the hundreds of hours of dedication on the part of Dairyland Foods employees that went into the successful start-up of Annacis.

Says McFarlane, "the sincere dedication of employees virtually guaranteed the success of this project. Particular mention should be made of the skill and efforts of Bill Knicely (Maintenance Foreman) and An-

thony Au (Computer Programmer and Electrical Engineer) during the planning and implementation of this project. The efforts of the Annacis Engineers (Bruce Adams, Norbert Fischer, Steve Harris and Henry Paakkonen) over the past year and the recent efforts of Martin Minshall, Paul Thornburn and Rod Neil have also been key in the start-up of this facility. Through the combined efforts of these individuals and many others, we were able to meet our project deadlines."



Lance Tetlock, Holiday Relief (right), oversees operation of the straw applicator at the Annacis facility. The plant opened in mid-May after months of renovations.

New exam a success

All Dairyland Foods Tanker Drivers, nearly 50 in all, who are responsible for picking up milk from our shippers and driving loads of fluid milk between Abbotsford and Sperling, recently

passed a Standard of Ability Examination. Outside of the Lower Mainland, farm pick-up is handled under contract. This exam was only recently designed in order to confirm the ability of these dri-

vers and to ensure that proper safety procedures are always adhered to, for the benefit of both drivers and equipment.

The exam was done using a single-tank rig carrying half a load — about 18,500 litres. It included a pre-trip vehicle examination, which is standard procedure for all our drivers and which is required by law, an obstacle course on Dairyland Foods' premises in Abbotsford plus a scheduled, 34 kilometre route off the premises. Bob Toop, a Tanker Supervisor who acted as the examiner, notes that during the scheduled route portion of the exam, drivers were marked on items such as lane changes, highway driving and vehicle handling. In all, during this part of the exam, drivers were graded on 100 different points. Drivers were required to complete the exam using a tractor pulling a half-tanker load — a situation that Tanker Drivers encounter every day. This type of load has a centre of

see EXAM page 2

Sperling employees addressed at walkabout

Dairyland Foods reporting charts and all company policies are being compiled into a manual that is to be available to all employees for reference, General Manager David Coe told employees during his most recent walkabout. Treasurer Maheb Nathoo is compiling the information.

Coe addressed employees at three Sperling locations in mid-May as part of his ongoing commitment to open communication throughout Dairyland Foods.

Speaking before more than 50 employees at his third and final stop of the day in the Drivers' Room, Coe stressed teamwork and the importance of communication throughout Dairyland Foods. He commended drivers for their positive front-line representation of the Company to our many Home Service customers.

Cliff Denny, who recently joined Dairyland Foods as Chief Financial Officer, also addressed the gathering.

"Dairyland Foods," he said, "is an organization that I've long admired at a distance."

Tom Low, Quality Facilitator, spoke briefly on the Quality Improvement Process, noting that participation in the QIP has been excellent.



A rented tractor is used to back a Dairyland Foods trailer into an alley during the recent Standard of Ability Examination that was taken by Dairyland Foods Tanker Drivers. A rented tractor was used so that all who took the exam would be tested under the same conditions.

Briefly...

Sporting jamborees

Hundreds of hockey players from across B.C. participated in the 1990 Dairyland Sportsmanship Jamborees. Three or four of the hockey jamborees are held annually in different B.C. communities. The events are moved to different locations to allow as many people as possible to participate. In February and March this year, the two day events were held in Burns Lake, Williams Lake, Castlegar and Armstrong.

The idea was conceived at Dairyland Foods more than 10 years ago and continues to be a strong community relations program as it allows us to show support for communities throughout B.C. The

jamborees are organized by the B.C. Amateur Hockey Association (BCAHA) in conjunction with Dairyland Foods.

Don Winton, Manager of Marketing Services, notes that "It's been a good working relationship and they (the BCAHA) work very hard on our behalf. It's a good partnership."

The jamboree teams are made up of House League Players who haven't played together before. These jamborees give players who aren't "superstars" the opportunity to participate in events where sportsmanship is emphasized and competitiveness is de-emphasized.



Smithers Branch Manager Bob Day (centre) presents baseball cap to hockey coach Chris Bjarnason of Burns Lake for coaching the most sportsmanlike team during the Dairyland Sportsmanship Jamboree held in Burns Lake early this year. Tom Renney (left) of the B.C. Amateur Hockey Association (BCAHA) looks on. Three or four jamborees, sponsored by Dairyland Foods and organized in conjunction with the BCAHA, are held each year.

New Board of Directors



Our new Board of Directors paused for a photograph during a recent board meeting. Two new members, Ben Brandsema and Bill Park, were elected to the Board in March. Jim Waardenburg was re-elected. At the re-organizational meeting of April 9, the executive and directors of Fraser Valley Milk Producers Cooperative Association were elected. Shown here, then, is the new Board of Directors. Left to right: Bill Park, Director; John van Dongen, Vice-President; Ben Brandsema, Director; Jim Waardenburg, President; Louis Yonkman, Director; Harke van der Meulen, Executive Member; and Barrie Petersen, Secretary. Peter Friesen, Past President and Melle Pool, Past Director, have retired from the Association (see Retirements on page 4).

Training at Whistler

Twelve Dairyland Foods managers and supervisors completed the most recent Supervisory Management Training Program, Phase One, held at Whistler for one week at the end of April.

About 80 people have already been through this phase of the program. Bob Power of Touchstone Management Consultants, who handles the training, explains that the program has three phases. The final group will go

through Phase One in September. This phase introduces people to management concepts that they can use on the job.

Supervisors and Managers need training, Power notes, "because people aren't born knowing how to supervise. If they've never been trained, we can't expect them to know how to do it."

Phase One lasts for six days. At the beginning, students are assigned a project, which culminates in a presentation to senior

management the evening of day five. This assignment, says Power, "really gives people motivation."

Warren Tompkins, Home Service Assistant Manager, attended this most recent Phase One session at Whistler. He says that for him, the course "gives good insight into interpersonal relationships and how to handle situations that come up all the time."

Prince George Branch Manager John Pearce, who also attended the April session, says that he finds the course "makes you more aware of your management style."

At this most recent session, the Best Group Award went to Elmer Gerbrandt, Zory Drazenovic, Warren Tompkins and Bob Day for their presentation on motivation. Two other group presentations, on quality and leadership, were also made. Terry Cotter took the award for Best Presenter for his part in the group presentation on quality.

Wade McLean, Kerry Barrett, Angie Szeto, Guy Martel, John Wegenast and Dwight Hall also took part in this session. All participants took part in the presentations that were made to Randy Williamson, Regional Operations Manager, Lower Mainland, and Joe Dolnik, Chief Planning Officer. Williamson and Dolnik judged the presentations.



Twelve Dairyland Foods managers and supervisors completed the most recent Supervisory Management Training Program, Phase One, held at Whistler for one week at the end of April. Left to right: Wade McLean; Kerry Barrett; Terry Cotter; Warren Tompkins; Instructor Bob Power of Touchstone Management Consultants; Guy Martel; Angie Szeto; John Wegenast; Zory Drazenovic; Elmer Gerbrandt; Dwight Hall; John Pearce; and Bob Day.

Exam assures skills

Continued from page 1

gravity that, because it is a fluid, is constantly changing. The tractor used during the exam was rented, and all testing was done in dry weather conditions to ensure consistency during the examination process.

Toop comments that driving these rigs is no easy feat. "When everything else is shut down because of bad weather, we still have to operate." Members farms are visited every second day, year round, for milk pick-up.

And Keith Miller, who was Manager of Farm and Interplant Hauling in Abbotsford when the testing was undertaken in March and who, along with Toop, devised the examination (Miller is

now Transportation Manager at Sperling), says "it has always been recognized that there is exceptional ability amongst these drivers. Because it's a surging load, it takes considerable skill to handle such a unit safely."

Not only that, Miller comments, but "it doesn't matter if it's snowing" and the police are saying 'stay off the roads,' you know those tankers are out there." He says that because of this ability, used to navigate tankers down everything from narrow country roads, to farm yards, to roads during and after snowfalls, to the trans-Canada highway, he determined that an examination would be useful in assuring the continued skills of

these drivers. The test is to be administered every two years and sets the standard for new tanker drivers. All drivers are required to drive tractors pulling two trailers during the course of their work week.

Our Tanker Drivers agree that such an examination definitely has its benefits.

"I think it's a good idea," says Reg Long, a Tanker Driver with a 17 year record of safe driving. "It's easy to take things for granted. This examination is a useful reminder."

Tanker Driver Norm Jago, with a 23 year record of safe driving, commented "I think it's worthwhile. The exam is a good refresher."

Pancakes anyone? David McMillan, Chief Operating Officer (left); Randy Williamson, Regional Operations Manager, Region One (centre); and David Coe, General Manager and Chief Executive Officer, pitched in June 8 to help make the Home Service Department's pancake breakfast for employees a hit. Dozens of employees helped out with the event, put on to introduce new Home Service products and to allow everyone to meet fellow employees. All menu items were provided courtesy of various suppliers.



We're checking our list

The Member Services Department is currently reviewing the mailing list for Butter-Fat Magazine to make sure that it is up-to-date. If you would like to continue receiving this publication, please call Karen Redkwich (local 109) or Grace Chadsey (local 106) at the Annacis Branch, or inform us in writing by September 1, 1990.



Drivers honoured at 23rd annual dinner

Driving safely is no simple task. And with today's increasing traffic volumes, safe driving is becoming more difficult with each passing year. Yet at Dairyland Foods, the record of our drivers is one to be proud of. At the 23rd Annual Safe Driving Awards, held in April, 95 Dairyland Foods drivers received awards to mark anywhere from 10 to 31 years of accident free driving.

In total, for 1989, 288 drivers (more than 50 per cent of our drivers) received awards for driving from one to 31 years accident free. This achievement represents 2,487 years of accident-free driving. Also

in 1989, the Dairyland Foods fleet logged approximately 8.7 million kilometres. To qualify for one year of safe driving, a driver must have driven for a full year with no preventable accidents and must also have no more than four current demerit points. An accident may be minor with no damage, but unless the driver does everything within reason to prevent it, an accident will be considered preventable.

Of the drivers who were honoured at the April dinner, 29 received awards for driving from 20 to 31 years accident free. Vern Scott was presented with the award for

31 years of accident free driving.

In addition, two drivers were welcomed into the Million Mile Club, which is sponsored by the Canadian Association of Fleet Supervisors and Good Year Canada. To gain membership into this

"Our drivers have every reason to be proud of their achievements."

club, a driver must have driven one million miles or 25 years accident free. The drivers who joined that club this year are Ron Carmichael and Henry Reger.

Distribution Manager Peter Brennan says "our drivers have every reason to be proud of their achievements. By driving safely, they are showing our customers and the communities we do business in that at Dairyland Foods, safety is a commitment."

Randy Williamson, Regional Operations Manager, Region One, who was a guest at the din-

ner, told the gathering of drivers, supervisors and managers that two things about the awards stood out in his mind: first, that two drivers joined the Million Mile Club and second, that over 50 employees have more than 16 years of safe driving.

And John Webb, Director of Inspections and Carrier Safety at the Motor Vehicle Branch, told the awards dinner audience that "It never ceases to amaze me that Dairyland Foods has such a large number of drivers who have won safe driving awards."

Webb also commented that he sees great dedication on the part of

the drivers and of Dairyland Foods.

Jim Waardenburg, Fraser Valley Milk Producers Cooperative Association President, congratulated the award recipients on behalf of the Board of Directors.

"This effort," he said, "has not gone unnoticed by your Board. We are very proud to continue to support management in this type of program."

General Manager David Coe, David McMillan, Chief Operating Officer, and Tom Low, Quality Facilitator, also spoke at the dinner, each expressing his congratulations to the award recipients.



Recipients and presenter of awards for 26 through 31 years (left to right) Jack Scott (28), General Manager David Coe, presenter, Don Cross (27), Ron Flash (26), Gord Johnston (30) and Joe Gray (27). Not shown: George Penner (27), Malcolm Hayton (28), George Bartels (29), Richie Elvin (30) and Vern Scott (31).



Rob Weston (left) of the B.C. Trucking Association, presented 25 year awards to Henry Reger (centre) and Ron Carmichael. The two were also welcomed into the Million Mile Club, sponsored by the Canadian Association of Fleet Supervisors and Good Year Canada. To gain membership, a driver must have driven one million miles or 25 years accident free.



Left: Recipients and presenter for 21 through 24 year awards (left to right), George McKillop (23), Chuck Linder (24), Allan Young (24), Jim Coleman (22), presenter Tom Low, Quality Facilitator, and Les Barnard (22). Not shown: 21 year award recipients Wade Schatz and Frank Storoshenko, John Malm, (22), Norm Jago, (23), and Walter Harnett (24).

Right: Jim Waardenburg, FVMPCA President (right), presented 20 year awards to (left to right) Eldy McCuaig, Art Clark, Larry Kostuk and Jim Boyd. Not shown: Bill Barnes, Harvey Hewitt and Fred Yeomans.



John Webb of the Motor Vehicle Branch (left) presented awards for 14, 15, 16 and 17 years of safe driving. Left to right: Ed Hopko (17), Ian Harrison (17), John Bisschop (15), Tom Greer (17), Reg Long (16), John Chase (17), Henry Stobbe (15), Jack Osterberg (16), Al Chadsey (14) and Bob Burden (14). Not shown: 14 year award recipients Jake Dyck, Dave Ellis, Dave Gibbs, Harvey Murray, Fred Sloggett, Sandra Smith and Rick Worsley; 15 year recipients Les Dewey, Dave Dixon, Robert Mitchell, Dave Moore and Greg Singleton; 17 year recipients Victor Dick, Jim Janson, Dick Johnston, Don Mackay, Brent Middleton, Ted Moore, Robert Morson and Pat Warwick.



Left: Chief Operating Officer David McMillan (left) presented 18 and 19 year awards to (left to right) Art Wagner (19), Tony Swain (18), Ron Elliott (19), Jim Pummell (18), Joe Rollheiser (19), Ike Reddecopp (19) and Andy Daoust (19). Not shown: 18 year award recipients Sid Comley, Henry Penner and Lorne McCallum; 19 year award recipients Murray Apps, Jake Fast and Jack Gibson.



Randy Williamson, Regional Operations Manager, Region One, (left) presented 11, 12 and 13 year awards. Recipients were (left to right) John Morton (13), Mike Fowler (13), Brian Hilleren (11), Mike Rudd (12), Stanley Parker (13), Bob Rooney (12), Ben Christiansen (11), Guy Martel (13), Norm George (12), Jim Masterman (13) and Doug Parker (13). Not shown: Steve Scott (11) and Sam Chin (13).

Right: Fergus Savage of the Insurance Corporation of British Columbia (left) presented 10 year awards to (left to right) Ed Turmel, Rod Nickel, John Lundgren and Verne Short. Not shown: John Bulger, Wayne Collins, Bill Gregerson Richard Miller, Tom Sherbuck and Terry Thorndike.





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

Work anniversaries

Congratulations to Dairyland Foods employees celebrating their work anniversaries in April, May and June 1990. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

FORTY YEARS

ABBOTSFORD — Ben Wiens, Trade Helper.
LOZELLS — Glenn Boe, Ice Cream Maker.

THIRTY-FIVE YEARS

BURNABY — Gordon Johnston, Retail Driver/Salesperson; Stanley Noga, Relief Driver.

THIRTY YEARS

BURNABY — Hamish Mackintosh, Journeyman Mechanic.
LOZELLS — Thomas Canty, Checker/Loader.

TWENTY-FIVE YEARS

ABBOTSFORD — James Coleman, Wholesale Route Relief Driver; Fred Glover, Assistant Shipper.
BURNABY — Rosalie Czapak, Janitor; Joseph Reiner, Filler Machine Operator.
LOZELLS — Gerald Gulliford, Driver/Salesperson; Walter Usenko, Shipper/Receiver.
PENTICTON — Douglas Demerse, Checker/Loader.
VERNON — John Kayser,

Checker/Loader.

TWENTY YEARS

ABBOTSFORD — Henry Penner, Train Driver.
ANNACIS — Gordon Alefounder, Sales Representative.
BURNABY — Sylvia Brown, Key-punch Operator; John Bulger, Wholesale Route Reliefman; Mary Ann Hovind, Packager; Reuben Thiessen, Purchasing Manager.
NANAIMO — Gladys Adams, Office Clerk.
PRINCE GEORGE — Johan Smienk, Retail Driver.
VERNON — Joseph Engler, Pasteurizer; Joel Fox, Filler Machine Operator; Norman Lutgen, Dairy Worker; Fred Makasoff, Machine Operator; Alma Marshall, Lab Technician; Gordon Pister, Combination Driver; Gerhard Zupp, Checker/Loader.

FIFTEEN YEARS

ABBOTSFORD — Wayne Collins, Train Driver; Edward Kemp, Holiday Relief Driver; Brian Padgett, Chargehand; Roger Rook, Machine Operator; David Sandiford, Cheesemaker.
ANNACIS — Ken Ueland, Sales Manager-Grocery Division.
BURNABY — Noreen Fraser, Accounting Clerk; Paul Hofer, Checker/Loader; Ronald Oliver, Wholesale Driver; Chris Strange, Personnel Co-ordinator.

KAMLOOPS — Lynda Ries, Key-punch Operator.
LOZELLS — Jim Crowley, Checker/Loader.
SECHLT — Colin Philp, Route Foreman.
VERNON — Barry Anderson, Checker/Loader; Joseph Arvai, Plant Foreman; Al McDouall, Buttermaker; William Morrison, Checker/Loader.

TEN YEARS

ABBOTSFORD — Alain Epp, Machine Operator Relief; Gary Enright, Cottage Cheesemaker Holiday Relief; Barry Ingram, Pasteurizer; Robert Miller, CIP Operator; Richard Mosimann, CIP Operator; Andy Wysouw, Cheddar Production.
ANNACIS — Brian Glynn, Sales Representative.
ARMSTRONG — Werner Tobler, Cheesemaker.
BURNABY — Greg Alaric, Checker/Loader; Dave Baker, Inventory Control Co-ordinator; Ronald Brown, Holiday Relief Driver; Ralph Burgess, Retail Driver Salesperson; James Claydon, Checker/Loader; Mark Cunningham, Route Foreman; Wayne Cutts, Wholesale Driver; Bill Frew, Wholesale Driver; Bruce Hake, Retail Driver/Salesperson; Bruce Haugen, Checker/Loader; Richard Hogness, Wholesale Semi-trailer Driver; Mike Kutny, Checker/Loader; Frances Lum, Payroll Clerk; Margaret

McFarlane, Switchboard Operator; Dave Nash, Holiday Relief Buttermaker; John Ryan, Relief Driver; John Swan, Route Relief Driver; Marion Thomas, Senior Cashier; Bill Vandebroek, Checker/Loader; Vic Warner, Fleet Maintenance Foreman; Vera Welch, Creamer Operator; Gerry Willard, Driver/Salesperson; Rolf Ziemann, Machinist.

COURTENAY — Caroline Hart, Clerk.

CRANBROOK — Karen Langan, Clerk.

KAMLOOPS — Meryline Johnson, Clerk.

LOZELLS — Charles Sargent, Shift Engineer.

NELSON — Wilson Christianson, Holiday Relief Driver; Tom Galinis, Production Supervisor.

PRINCE GEORGE — Garry Hornsberger, Checker/Loader; Don Simpson, Semi-trailer Driver; John Vanderploeg, Combination Driver/Salesperson.

SMITHERS — Bernie Giesbrecht, Combination Driver; Barry Jones, Wholesale Driver.

VERNON — Guy Davison, Checker/Loader; Rick Grant, Maintenance Journeyman; Greg Harris, Maintenance Journeyman; Daniel Simpson, Route Foreman; Brian Tillotson, Pasteurizer; David Zimmerman, Machine Operator.

New appointments

Many changes have recently taken place in our Lower Mainland operations.

In Human Resources, Glen Schwartz was recently appointed to the position of Chief Human Resources Officer. Ed Kwan moves to the position of Personnel Manager. Cathy McMorine assumes the role of Compensation Co-ordinator. Michael Paine joined the Company as Manpower Services Manager in early June. Brian Kavanaugh joined the Company as Employee Relations Manager in mid-June. Chris Strange is now the Personnel Co-ordinator.

In other areas of the Company:

Cliff Denny has been appointed to the position of Chief Financial Officer.

Garth Green has assumed the

position of Operations Assistant, Region One - Lower Mainland.

Lui Farina has assumed the position of Maintenance Manager, Region One.

Bill Knically has been appointed Maintenance Superintendent, Region One.

Wade McLean has assumed the position of Production Foreman at Sperling.

Evan Enquist, Ty Pickering and Don Hobbs have been appointed to the positions of DAWS Warehouse and Shipping Supervisors. Terry Cotter has assumed the position of DAWS Warehouse and Shipping Operations Assistant.

Becky Ballantyne recently joined the Sales and Marketing Department as Marketing Services Secretary.

In other changes, the Distribution

Department was recently reorganized as a result of the changes to the Region One distribution responsibilities. The following shifts in the department were recently announced.

Murray Apps, from the Sardis distribution centre, has been appointed to the position of Burnaby Wholesale Supervisor.

Bill Osborne has assumed the position of Manager of the Abbotsford and Sardis Distribution Operations.

Keith Miller has been named to the position of Manager of Transportation, Shipping and Receiving.

Bob Cryer has assumed the position of Wholesale Distribution Coordinator.

Wilf Graham has been named Ice Cream Distribution Coordinator.

Gerry Bennison was transferred to the Abbotsford Distribution Branch from Sperling.

With the recent opening of the Annacis Island plant, some changes have also taken place in that area.

Rod Neil has been appointed to the position of Senior Production Foreman at Annacis.

Paul Thornburn has assumed the position of Production Foreman at Annacis.

Retirements

ager, UHT, retired in mid-March after 12 years service. He joined Dairyland Foods as Marketing Coordinator in July, 1978.



Peter Friesen

Peter Friesen retired from his position as President of the Fraser Valley Milk Producers Cooperative Association (FVMPCA) after 27 years service. He announced his retirement at the Association's 1990 Annual General Meeting, held in Chilliwack in March. Friesen was first elected to the Board of Directors in 1963, becoming Vice-President in 1975. He was elected President in 1982.

Dick Huggett, Product Man-



Roy Moore

Roy Moore retired from his position of Chief Financial Officer on April 30 after more than 22 years service. He

joined Dairyland Foods in February, 1968, as Internal Auditor, later moving on to the position of Controller. In March, 1986, Moore was named Chief Financial Officer.

Melle Pool retired from his position of Director with the FVMPCA after 15 years service. He made the announcement at the Association's 1990 Annual General Meeting.



Melle Pool

In memory



Edgar A. Smith



Russ Webb

Glyn Owen, a former Dairyland Foods employee, died April 23. Glyn worked for Dairyland Foods from 1947 until 1975, when he retired from his position at the Burnaby branch. He then moved to Campbell River. Glyn was 79.

Edgar A. Smith of Courtenay, a former Director of FVMPCA, died May 24 at the age of 73. He retired from the Board in 1982 after nine years of service.

Russ Webb, Technical Services Officer, died suddenly on April 26. Russ began his employment with Dairyland Foods in May, 1971 in the position of Lab Assistant. He was appointed to the position of Distribution Manager in 1985, and in 1987, was appointed Plant Operations Manager. Russ was 44.



DAIRYLAND FOODS NEWS

Published four times a year for Dairyland Foods employees and their families by the Communications Department. Readers' suggestions and comments are always welcome. Mailing address: P.O. Box 9100, Vancouver, B.C. V6B 4G4. Phone: 420-6611; Toll Free 1-800-242-6106.

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Special thanks to everyone who contributed to this issue.

Recycling paper is the name of the game

New program launched

Dairyland Foods' Office Paper Recycling Program was launched August 1 in the Accounts Receivable, Route Accounting and IPAS (Integrated Packaging Accountability Systems) Departments of our head office in Burnaby. In these areas, the program involves about 16 regular employees plus 15 of the high school students who are employees on the school crew. In addition, the program was launched at the Annacis branch on August 15, involving more than a dozen employees.

Zory Drazenovic, Manager of Accounting Services, was instrumental in implementing the program at Sperling. She says that "so far, the response has been absolutely wonderful," adding that other departments have already shown interest in participating in the program.

Sandy Lazosky, Head Cash Poster in Accounts Receivable, notes that "our transition has been really good. It's no hassle, you just stop and think about what you're putting where."

Adds Joan Ashmore, Route Accounting Clerk, "It's simple enough to do with the receptacles we have at our disposal. I

think it's about time that we took responsibility for this kind of thing — saved a few trees."

The purpose of this program, which is being implemented at no cost to Dairyland Foods, is to reduce the waste paper generated by the company. The program itself is easy to adhere to. Each employee has a cardboard box located near his or her desk to collect paper which can be recycled under program guidelines. Garbage bins are still necessary for those materials which don't meet the program's criteria.

Employees are responsible for emptying their own boxes into larger boxes located in or near their work areas. These boxes are then emptied into larger receptacles called gaylords which, at Sperling, are located on the butter dock. When the gaylords are full, they're picked up by Canadian Fibre, a Richmond company that processes and markets waste paper and recyclable material.

Under the Dairyland Foods program, recyclable paper includes white and coloured office paper, envelopes with no windows or stickers, memos, letterheads, photocopy paper, laser print paper, computer paper and NCR (No Carbon Required) paper.

Materials which can not be recycled through this program include plastic, carbon, waxed paper, envelopes with windows, metal, fax paper, "post it" notes, cardboard, paper cups, glossy paper and newspaper.

Dan Wong, who is coordinating the effort, notes that the program is in the process of being expanded to include as many employees as possible.

This initiative means that we're doing our part to recycle material

which would otherwise be destined for a waste disposal site. In addition, the program creates cost savings for Dairyland Foods as we are reimbursed on a cost per tonne basis for the paper we collect.



Employees in Accounts Receivable display containers used for the Office Paper Recycling Program. Left to right: Karonne Corby, Laurie Daniels, Sandy Lazosky, Laura Scott, Kathy Gwilliams.

Congratulations team!

Success at Truck Rodeo

Dairyland Foods won back the team trophy at the 1990 B.C. Professional Truck Driving Championships, better known as the B.C. Truck

Rodeo, held in Cloverdale in June. Before 1988, Dairyland Foods had held the team trophy for four straight years.

The team did extremely well in a number of categories at this year's championships, with one of the best showings ever. This

year's team was made up of Ron Bjarnason, John Chase, Lorin Geddert, John Lundgren, Jim Masterman, Brad Rendall, Ron Bush, Rod Deakove, Dean Grant, Anne Marmont, Daryl McNeill, Wade Walker and Bob Day.

Our team achieved five first places. Dean Grant took first place in the A-Train (a set-up consisting of a tractor and two trailers) and Single Tandem categories and was also named Rookie of the Year.

Other first place winners were John Chase in Straight Truck, Jim Masterman in Walk in Vans, who also took the title of Grand Champion and Bob Day in the Fork Lift competition — the second year in a row that he won in that category.

The Dairyland Foods team also took two more places in the Walk in Van category, with Wade Walker taking second place and Rod Deakove third.

Dennis Arychuk, Home Ser-

vice Sales Supervisor, attended the two days of the competition as Management Representative.

Arychuk, who has competed in a number of Truck Rodeos himself, noted that the team had a great desire to regain the team trophy. In addition, he notes "it was one of the best performances our team has ever had."

He commented that winning the team trophy was especially notable because the team had more members than usual and also had a number of new members. As the team trophy is based on the highest average team score, it's important for all team members to have good scores in order to win it.

The next step for our team is the Canadian National Championships, being held in mid-September in Truro, Nova Scotia. Jim Masterman, John Chase and Dean Grant will represent Dairyland Foods at that competition.



The Dairyland Foods Truck Rodeo Team displays winnings. Left to right: Bob Day; John Chase; Lorin Geddert; John Lundgren; Jim Masterman; Tanya Purves, B.C. Rodeo Queen, 1989 and former Miss Dairyland Foods; Ron Bush; Dorina Baldonero, 1990 Miss Dairyland Foods; Dean Grant; Anne Marmont; Daryl McNeill; Wade Walker; and retired employee Doug Wilson who still helps organize the Rodeo. Team members not shown: Ron Bjarnason; Brad Rendall and Rod Deakove.

Briefly...

Still checking our list

As noted in the Summer issue of DF NEWS, the Member Services Department has been reviewing the employee mailing list for Butter-Fat Magazine to make sure that it is up-to-date. If you would like to continue receiving the magazine

but haven't let us know since the notice came out in the Summer issue, please call Karen Redkwich (local 109) or Grace Chadsey (local 106) at the Annacis Branch, or inform us in writing by November 1, 1990.

Environmental Committee formed

An Environmental Advisory Committee has been formed at Dairyland Foods to provide assistance to all departments in implementing environmental initiatives. The committee, which had its first meeting in mid-July, will assist in coordinating Dairyland Foods'

efforts in environmental matters and will also work towards increasing environmental awareness within the company. Committee members are Dan Barrett, Bob Cryer, Dan Wong, Sheena Lanoville, Grace Chadsey, Ed Kwan.

Ideas wanted

Do you have a great idea for a story? Perhaps a question about Dairyland Foods that you'd like to see answered, success you've seen in the Quality Improvement Process, a company event that you think deserves mention, an employee's retirement dinner, our involvement in community events ... the list is endless. Maybe you have something to say that could best be described in a letter to the editor. To contribute to DF NEWS, send your ideas and letters via inter-office mail, or just place a phone call to Grace Chadsey, Annacis branch, local 106. Please include your name and branch on written material. All communications will be answered by phone or letter; letters to the editor will be verified by phone prior to publication and may be edited for clarity and/or length. Let's hear from you!

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Sardis closes

As part of our move to streamline operations, the Sardis branch was closed in mid-July. Although the Sardis plant was closed in 1986, the office and distribution facilities had still been in use. Operations that had been handled in Sardis have since been moved to our Abbotsford branch. The Sardis plant, completed in 1925, was

used to produce butter, milk powder and cottage cheese for more than 50 years. Production at the plant was gradually curtailed in the 1980s. During those years, cottage cheese production was moved to Abbotsford, butter production to Burnaby, and our supply of powdered milk was moved outside of British Columbia.

doing it right

For up-to-the-minute news on the Quality Improvement Process, check out *doing it right*. This bi-weekly publication, published by the Quality Awareness Committee of Dairyland Foods, is distributed to all employees who have received training in Quality. Any employees who do not receive *doing it right* but who would like to can call

Al Kroeker at Sperling, local 305, to request that their names be added to the distribution list. Have a story idea about success in the QIP in your area? If so, you can contact Grace Chadsey at the Annacis branch, local 106, to have your idea included in the next issue of *doing it right*.



Production of Pacific Milk moved from Delair

End of an era

The last run of Pacific Evaporated Milk at Delair took place in early July, nearly 70 years after we began producing Pacific Evaporated Milk there. Production of the 385 millilitre cans will now be done by a co-packer. The small (160 mL) cans have been co-packed since 1981. Condensed skim milk and condensed whey, a by-product of cheese production from the Abbotsford cheese plant, located right next to Delair, will continue to be produced at Delair. These two products are used in ice cream production at our Lozells plant in Burnaby.

Fraser Valley Milk Producers Cooperative Association built the Delair plant, which was leased to the Pacific Milk Company, in 1920. The Association bought the company in September, 1924, acquiring the Delair plant and a plant in Ladner. The Ladner plant was closed by 1928 and production centred at Delair.

Although Pacific Milk was once a huge seller for use in coffee, on cereal, for baking and cooking, consumer demand for evaporated milk has declined. Fresh dairy products are more readily available than they were at one time and refrigeration in Canada is more prevalent than it has ever been.

In the 1960s, millions of cans were produced each year. Sterilizer Operator Doug Benz, who started working at Delair in 1949 at the age of 18, recalls how, at times, the plant would be in operation 15 hours a day, seven days a week. Before 1982, both production lines in the plant, generating 200 cans a minute each, were used. In 1982, production was reduced to one line.

Herb Grass, a sterilizer operator relief man who began his career at Delair in 1952, recalls how Pacific Milk was also in great demand overseas at one time.

"The Delair plant, at one time or another, has produced canned milk for Mexico, Algeria and Great Britain."

Former General Manager Neil Gray notes that Pacific Milk was, at one time, a huge part of our business, claiming the majority of the B.C. market in canned milk sales. And former FVMPCA President Peter Friesen notes that the Delair plant was "of real

During sterilization, the cages would be rotated in the retorts to ensure a good consistency. Once sterilized, the cans would be cooled in the retorts, then removed from the cages, transferred to the warehouse, labelled and put into cases.

Changes to the process began in the early 1950s, when the canning room was updated, and continuous sterilizers which are still in operation today were installed, simplifying the canning process. With this method, cans move by conveyor from the can filling and closing machines to the preheating, continuous sterilizing and cooling units, then on to the labelling machine.

Distribution methods also changed over the years. Herb Grass, Sterilizer Operator Relief Man, began his career at Delair loading and unloading boxcars. Cans were shipped directly to the plant from Vancouver by rail, where the cars were unloaded, then loaded up again with product for shipping.



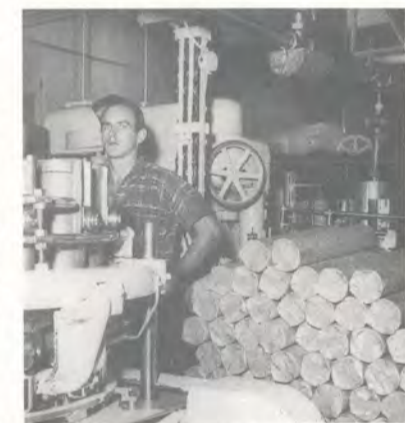
Pacific Milk Production took place at Delair for nearly 70 years.

economic value to the Abbotsford area, providing employment and income to the community."

As the demand for Pacific Milk changed over the years, so did the processing method. Vern Oesch, Chargehand Lineman Operator on the Pacific Milk line, worked at Delair since May, 1953. He recalls how "before 1948 (when conveyors came into use in Delair), a lot of the work would have been done by hand."

So much work was required, in fact, that in the 1940s, counting all shifts, about 120 men worked in the plant. By 1990, as efficiency increased and production requirements decreased, less than 20 employees worked in the plant.

Before 1948, cages capable of holding 1,800 one-pound cans (the plant went metric in 1977) were loaded with the canned evaporated milk. The loaded cages would be pushed from the packing area on tracks into stationary vessels called retorts.



Doug Benz began his career at Delair in the late '40s.

Later on, when a de-palletizer was installed, distribution was handled by truck.

The move of Pacific Milk production from Delair to a co-packer leaves behind a lot of memories. "I didn't think I'd see it go," says Oesch. "But, people just don't use as much Pacific Milk as they used to."

Adds Grass, "this is a piece of history going out of the valley."



Delair employees display some of the last cans of Pacific Milk to come off the line. Left to right: Doug Benz; Fred Goldsmith, who retired in 1987 after working 41 years at Delair; George Peck; Vern Oesch; Washington Yep; Bruce Stott; Rick Nichols; Ted Hendy and Herb Grass.

We asked you ... for your views on recycling

This new feature will appear in DF NEWS from time to time. Employees with suggestions for future Opinion sections, or anyone wishing to appear in the next section can call Grace Chadsey at Annacis, Local 106.



Steve Harris,
Stationary
Engineer,
Annacis

"We recycle at home ... It's more work, but I think it's worth it because in the long run, we're running out of room to dump our garbage and soon there won't be anywhere left to put it."



Henry Lam,
Lab Technician,
Annacis.

"I come from a country where we recycle a lot so I think it's a good idea. I do recycle at home. We make a profit too. It's our intention in separating the garbage. It's also a good idea to save our landfills." (Originally from Vietnam, Lam has lived in Canada for 10 years.)



Debbie Ickert,
Tray Pack
Operator,
Annacis

Yes, I recycle at home. I read an article about making Super Wood out of Tetra Paks and I was really pleased. It's not published enough to let people know that products that they sell are recyclable. I'm not even aware myself of what Dairyland Foods

recycles. Maybe there should be some way of letting people know what we recycle. I was really pleased to hear about Super Wood because it really shows that companies are thinking about what to recycle. I do paper and cans at home. We don't get the blue boxes like the people in the city, so we're responsible for dropping off our own stuff, but we try to do as much as we can." (In Ontario, Tetra Paks have been used to produce "Super Wood," a wood replacement that has been used on a test basis in one small community.)

Harry Neufeld,
Ice Cream
Driver/Foreman,
Lozells



"We've just recently got rid of all the styrofoam cups in the office and had everybody bring their own cups from home. We recycle our cardboard boxes — use them more than once — then after the box is no longer useful, it gets recycled as cardboard. I recycle at home. I live in White Rock, where we just got on the blue box program. Prior to that I used to collect it on my own and take it to the recycling depot. I think it's worth it. It's a lot of extra effort, but if you think of the long run, it's well worth while."

Les Frederick,
Holiday Relief
Pasteurizer,
Lozells



"It's got to be good because we throw away too much. Between us and the U.S., we're the highest one-time usage countries in the

world. Recycling? That isn't always what it's cracked up to be. (But) we'll do whatever we can. I recycle some stuff at home ... (it) probably is worth the effort. It's just that the amount of time it takes ... some people don't think it's worth while. With the blue box system, they don't always show up on time. On windy days it can blow all over the place. There are good points and bad points to recycling. (But) we have to try not to use stuff once and throw it away."



Larry Flynn,
Ice Cream
Maker,
Lozells

"It's a very good idea. It keeps the country clean and it would reduce pollution. It would give more work to people and would keep British Columbia and Canada clean and make people more aware of all the waste and mess. I recycle at home. We do it all the time. You get in the habit of doing it. I think it's a wonderful idea. It would save a lot of waste, make young people more aware of it. I think it's a good idea to train (young people) as they grow up. It keeps the country much cleaner if everybody participates."



Karen Klassen,
Packager,
Sperling

"I do believe in recycling, but I don't think people are into it. After going to the fireworks (a recent fireworks display in Vancouver) it was a mess. People were dropping popcorn bags They don't have recycling where

I live, but I think they should do it. I do recycle at home, but it's a lot of work. I don't feel that it is (accessible), so I think a lot of people are inclined to just throw it in the garbage. I don't think we do enough recycling at Dairyland Foods. I feel that we could but it's a lot of money. Eventually, I'm sure that we'll get into it more and more."

Ray Anderson,
Pure-Pak
Operator,
Sperling



"A generation from now, people are going to be thinking differently. We grew up in a generation where everything is throw-away. I'm involved in that lifestyle and it's not always easy, (but) I think recycling's a good thing. I'm going to work hard at it but it's going to take time for me to change. I probably don't recycle at home as much as I should. We're not on a blue box program, but once the government takes that step it's easier to recycle. (Right now) there's no initiative to recycle. There's a lot of things I know I could do better. I do recycle plastic bags, containers, things like that."

Barbara Luck,
Senior Home
Service
Operations
Assistant,
Sperling



"(Recycling) is great because it's helping (solve) a big problem. We have recycling here in Home Service (Drivers collect Dairyland Foods plastic packaging for recycling) so that's a benefit to the customers. In the home, the blue bins are a big help. I recycle at home as much as I can.

We use the blue bin and we have a wood stove so we can burn paper. The only way it would be a hassle is if you're rushed. You have to take the labels off cans, things like that. But I think it's worth it."

DFN is recyclable!

We've confirmed it with our printer. DF NEWS is "recyclable." The recyclable logo now appears in our nameplate on page four as a friendly reminder that DF NEWS is printed on paper that can be recycled. The term "recyclable" is sometimes confused with "recycled," the latter term meaning material that has been intercepted at its point of discard, then used as a raw material in the manufacture of a new product. "Recyclable" material is material which hasn't been recycled yet, but can be. For now, DF NEWS will continue to be printed on recyclable paper as our costs would increase if we went to a recycled paper stock.



Safety savvy

- Slips and falls are the third leading cause of industrial accidents. They can be prevented by always being alert and paying attention. Take a few extra minutes or seconds to avoid shortcuts — you could be saving yourself a lot of pain. Don't forget the maxim, "heedless hurry — endless worry."
- Following safety procedures when using appliances and tools at home is just as important as practising safety at work. The noise produced by lawn mowers and electric saws can rob you of your hearing. Wear hearing protection. Noise-induced hearing loss can result in permanent hearing damage.
- Think safety. Accidents can be prevented; safe work is effi-

- cient work; the company is pro-safety and so are the people who work here; working safely is a mark of skill.
- Ladder safety works. Follow the 4:1 rule — position the ladder one foot from the wall for every four feet up the wall. This positioning gives you the angle for safety. Check your ladders. Make sure they have good feet and rungs and no damaged side rails. Extend the ladder to a height of three feet over the level that is being climbed to. When climbing, use the three point rule — at least three points of your body on the ladder at all times (i.e., two feet and one hand, or two hands and one foot). Don't over-reach. Pull tools and equipment up the ladder with a rope and bucket.

DF adopts environmental policy

Interest in the environment has been growing steadily for some time now and it continues to be an area of major concern. At Dairyland Foods, we are showing our concern for the environment by undertaking projects such as our new Office Paper Recycling Program and our Home Service Plastics Recycling program. To provide a guideline that outlines our commitment to the environment, the company recently adopted the following environmental policy.

Dairyland Foods is committed to pursuing environmentally responsible business practices in all areas of its day-to-day operations.

To this end, the following initiatives constitute our environmental policy:

1. We will incorporate environmental considerations into

- all aspects of our business, from planning to construction, product development, production, maintenance, distribution, marketing and human resources.
- 2. We will manufacture products that satisfy the environmental needs and preferences of our customers and of consumers. We will minimize the environmental impact of our operations by continuously reducing plant and office waste, harmful effluents and packaging waste. We will practise the efficient utilization of energy resources and we will promote the reduction, reuse and recycling of solid waste materials.
- 3. We will monitor and review our environmental performance continuously and will establish response mechanisms to rectify environmental problems, should

- they occur.
- 4. We will insist that our suppliers and employees participate in the development of an "environmentally responsible" corporate profile. We will encourage communication and education of our staff with respect to environmental issues, and we will establish an in-house environment committee to help identify areas where actions would be appropriate.
- 5. We will work actively with our customers, suppliers, government and interest groups to formulate responsible public policies on environmental issues which affect our business.
- 6. We will integrate environmental affairs into our community, corporate and public relations programs.



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

Team takes league championship

The Dairyland Foods Soccer Team came out a winner in the Vancouver area's 1990 Adult Mixed Soccer League, which had eight teams participating.

The team took the league championship in their final game on August 1 at the University of British Columbia against the Schooners, with a score of 4-2. As coach Dallis Smith, a Dairy Worker at Sperling explains, all the scoring was done in a shoot-out as there was not enough light left to go into overtime. The game ended with a 0-0 tie, so each team was given five shots to arrive at the final score.

The Dairyland Foods team also won a one-day tournament held at the beginning of the season.

This year, the third that the

team participated in the league, shows a definite improvement over participation in past leagues. In 1988, the team didn't win a game. Last year, the team made the playoffs, but didn't win the league championship.

Sixteen of the team's 22 members are Dairyland Foods employees. The team receives a small cash contribution from the company to help pay for league expenses.

The Dairyland Foods employees who belonged to this year's team were: Michael Gellner; Cathy Seggie; Steve Wood; Donald McLellan; Dallis Smith; Taffy Welch; Mark Zelke; Tony Demedeiros; Brian Halverson; Derrick Out; Marcie Atkinson; Kelly Townsend; Cheryl Edstrom; Rinus Vandewetering; Nino Digiacinto;

and John Lougheed.

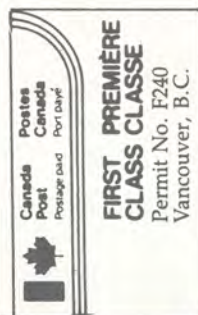
Smith notes that although the season starts in May, the team begins practising in

March, meeting twice a week.

Any employees interested in joining next year's team can call Dallis Smith at 464-0983.



Marcie Atkinson (right), of the Dairyland Foods soccer team, battles it out with a player for the Schooners in one of the final games of the season in the Vancouver area's 1990 Adult Mixed Soccer League. The DF team won the league championship.



In memory

Bud Mason, a former employee who retired on July 28, 1986 after 37 years service died August 15 after a long illness. He was 69 years old. Bud began working for Dairyland Foods at our old plant at 8th Avenue and Yukon in Vancouver, moving over to the Sperling facility when it opened in 1963. At Sperling, he was an Assistant Shipper. Bud is survived by his wife, Cis; son David and his wife Mary and their children Darlene and Marilyn; son Terry and his wife Debbie; and by his twin sister, Mary.

Clem Vanstone, a long-time employee of Dairyland Foods, died on July 17, 1990. He was with the company from May, 1941 to August, 1978. Clem is survived by his wife, Lilian, seven children and 16 grandchildren.

Work anniversaries

Congratulations to Dairyland Foods employees celebrating their work anniversaries in July, August and September 1990. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

THIRTY-FIVE YEARS

COURTENAY — **Ford Burrows**, Driver/Salesperson

THIRTY YEARS

BURNABY — **James Harrison**, Checker/Loader; **Wilfred May**, Checker/Loader; **Ed Walmsley**, Fleet Coordinator.

COURTENAY — **Arthur Grant**, Route Foreman.

TWENTY-FIVE YEARS

BURNABY — **George Driediger**, Wholesale Driver/Salesperson; **Roz Lincoln**, Stationery Clerk; **John Linfoot**, Dairy Worker; **Reginald Sedar**, Filler Machine Operator.
VERNON — **Robert Kwast**,

Wholesale Driver/Salesperson.

TWENTY YEARS

ABBOTSFORD — **Peter De Jong**, Standardizer Operator; **George Kolompar**, Evaporator.
BURNABY — **Vivian Dubuc**, Packager.

COURTENAY — **Harry Loutit**, Checker/Loader.

NELSON — **James Eggie**, Combination Driver/Salesperson.

SMITHERS — **William Cromer**, Distribution Supervisor; **Adroaldo Santos**, Assistant Foreman.

VERNON — **Michael Dickson**, Combination Driver.

FIFTEEN YEARS

ABBOTSFORD — **Richard Hill**, Assistant Shipper; **Robert Jackson**, Cheesemaker; **Roland Lecompte**, Machine Operator; **Wesley Maitland**, Packager.

BURNABY — **Ron Bjarnason**, Route Foreman; **Ursula Cempel**, Home Service Retail Billing Clerk; **Sylvia Krajnc**, Packager; **Don Roche**, Home Delivery

Driver/Salesperson.

LOZELLS — **Arnold Begg**, Ice Cream Machine Operator; **Les Frederick**, Ice Cream Machine Operator.

PENTICTON — **Stan Moore**, Combination Driver.

TERRACE — **John Simons**, Driver/Salesperson.

VERNON — **Albert Sarrazin**, Semi Driver; **Malcolm Thomson**, Journeyman; **David Trickett**, Assistant Foreman.

TEN YEARS

ABBOTSFORD — **Roy Huard**, Train Driver; **James Reich**, Stationary Engineer.

BURNABY — **Tony Allport**,

Relief Driver/Salesperson; **Carol Bochon**, Lab Secretary; **Sonia Burgoyne**, Data Entry Operator; **Kathy Ellis**, Packager; **Craig Fedewa**, Shift Engineer; **Bill Gurney**, Checker/Loader; **Martin McKay**, Driver; **Fred Pettersen**, Assistant Chief Engineer; **Spencer Rea**, Relief Driver; **John Schneider**, Checker/Loader.

COURTENAY — **Ronald Parke**, Wholesale Driver; **Blair Parker**, Driver/Salesperson.

LOZELLS — **Jim Elcome**, Checker/Loader; **Don Kennedy**, Wholesale Driver.

VERNON — **Karen Kinakin**, Office Clerk.

New appointments

Rob Dinwoodie has joined Dairyland Foods as Member Services Representative for the Okanagan.

Mark Janzen recently joined Dairyland Foods as a Sales Representative in the Grocery Division.

Linda Kerry has been appointed to the position of Field Sales Assistant.

Darlene Lenfesty has been appointed to the part time position of Field Sales Assistant.

Denise Loncarich has been appointed to the position of Supervisor, Administrative Services, providing supervision to the secretarial and clerical support staff in the Sales, Marketing and Operations areas.

David Lynn has joined Dairyland Foods as Market Re-

search Manager.

Bruce McFarlane has been named to the position of Engineering Manager.

Cathy McMorine has been appointed to the position of Manager, Office Services. She is responsible for overseeing payroll operations, administration and processing of employee benefits, and supervising switchboard, mailroom, printing and related telephone and office activities.

Pam Mooreside has been named to the position of Payroll Administrator. Pam assumes responsibility for the daily operation of the pay and benefits office.

Barrie Riome has joined Dairyland Foods in the position of Product Manager, UHT

Products, Fruit Juices and Drink Beverages.

Steve Robin has joined the sales team in the Food Service Division as a Food Service Representative.

Jeff Sutton has assumed the position of Fleet Manager, responsible for the overall maintenance of the truck and auto fleet.

Ian Tott, formerly a Sales Representative in our Prince George office, has been appointed to the position of Senior Accounts Manager, Sperling.

Marcello Velenosi recently joined the company as a Sales Representative (dairy).

Ed Walmsley has assumed the position of Fleet Co-ordinator, responsible for co-ordinating the fleet maintenance system.



DAIRYLAND FOODS NEWS

Published four times a year for Dairyland Foods employees and their families by the Communications Department. Readers' suggestions and comments are always welcome. Mailing address: P.O. Box 9100, Vancouver, B.C. V6B 4G4. Phone: 420-6611; Toll Free 1-800-242-6106.

Editor: **Grace Chadsey** (Annacis Island, local 106)
Publications Assistant: **Karen Redkwich**

Thanks to everyone who contributed to this issue.



Please recycle.

Christmas message from the CEO

A time to reflect

The holiday season gives each of us time to reflect on the year just past and on the year ahead. It is a time to enjoy being with friends and family, and a time to remember those who cannot be with us. The holiday season is also a time to think of those less fortunate than ourselves.

This past year has not been an easy one for Dairyland Foods, and I thank those who have persevered to see us through. As the company has undergone organizational changes and taken tough measures to respond to the challenges of the marketplace, the enthusiasm and dedication shown by many of our employees gives us greater confidence for 1991 and beyond.

I wish all of you a Merry Christmas and a Successful New Year.

David Coe
General Manager and
Chief Executive Officer

Superior results from AIB surveys

The results of the recent American Institute of Baking surveys are in and they're something to be proud of! Courtenay received the highest score, while Annacis received the highest inaugural score ever given to a Dairyland Foods facility by the AIB and the second highest score in the 1990 ratings.

Courtenay achieved a score of 940, Annacis scored 935. The highest possible total is 1,000. Plants that score from 900 to 1,000 are given a "superior" rating. Courtenay's score is the highest ever received by any of our plants in the AIB surveys, matching Lozells' score of 1989.

The AIB, founded in 1919, is an independent organization that inspects food processing facilities, looking at the adequacy of sanitation programs, pest control and operational methods. Dennis Haner, plant sanitation manager, says that Dairyland Foods requests these annual inspections, even though they're not required by law, because

they provide a tool for helping us to maintain our high levels of plant sanitation.

Rod Neil, Senior Production Foreman at Annacis, says the

"Courtenay received the highest score, while Annacis received the highest inaugural score ever given to a Dairyland Foods facility by the AIB and the second highest score in the 1990 ratings."

plant's score of 935 is notable because of the extensive renovations the facility has undergone since we acquired it in April, 1989. The plant has been changed from a fluid facility to a UHT plant.

Neil notes that "the high level of sanitation at Annacis is attributable to the effort put forward by all employees here."

Courtenay's score is an increase of 10 points over the

results of last year's survey. Plant Superintendent Ray Waterhouse says employees at Courtenay "take pride in their work and in the facilities."

In all, nine of our 10 plants received a superior rating. In addition to the high ratings at Courtenay and Annacis, Sperling scored 905; Lozells, 925; Abbotsford, 910; Armstrong 905; Vernon 915; Smithers 910 and Prince George 920.

Nelson received a score of 820, giving it a rating of "excellent," which is awarded to plants scoring from 800 to 899.

Says Haner, "all of these ratings are exceptional. The high scores show that the dedication of all employees ensures the continued successful results of the AIB surveys."

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

National Truck Roadeo 1990

Drivers place well in Truro competition

Two Dairyland Foods drivers competed at the National Truck Roadeo, held in mid-September in Truro, Nova Scotia. The B.C. team had four drivers in all.

John Chase, a Wholesale Driver, competed in Straight Truck, taking second place. Dean Grant, a Tanker Driver, took third in the Single-Single Trailer competition.

Both Chase and Grant had taken first place in their respective categories at the B.C. Truck Roadeo in June, qualifying them for the national championships. Chase, a 16-year veteran of the provincial competition, was on the B.C. team in 1985, the only other time that Dairyland Foods had representation at the national competition. This year was the first time that Grant had competed for Dairyland Foods.

Jim Masterman, a Home Service Holiday Relief Driver, attended the Roadeo as the Grand Champion representing B.C. Masterman is a 17-year driver at Dairyland Foods who has competed at least a dozen times in the

Provincial Truck Roadeo.

Dennis Arychuk, Home Service Sales Supervisor, points out that competing in truck roadeos is no easy feat. To begin with, competitors must be accident-free during the year prior to the

B.C. competition. Then, when a driver does qualify, competition is tough.

"When you're dealing with the best in the province -- or in the country -- and do well, it speaks highly of the Driver

Training Program at Dairyland Foods, and of the dedication of the drivers themselves."

At this year's provincials in

June, Dairyland Foods' participants won the team trophy by taking five first places, one second and a third.

Survey shows Canadians have positive attitude towards dairy industry

Canadian attitudes towards the dairy industry are generally positive, says a national survey conducted for the Dairy Bureau of Canada by Goldfarb Consultants in May, 1990. The Dairy Bureau promotes dairy products nationwide.

The results of the survey have been published by Dairy Farmers of Canada (DFC), a group representing producers, in a brochure entitled "Canadians want a self-sufficient dairy industry!" The brochure notes that 94 per cent of those surveyed "believe that it is important for the dairy industry

to be self-sufficient."

Approximately 1600 people, primarily urban dwellers, took part in the survey, which the Bureau undertook at the request of DFC. Archie McDonald of the Dairy Bureau says that this survey, the first that the Bureau has undertaken to look at consumer attitudes towards the dairy industry, can be used as a benchmark when looking at the results of future, similar surveys.

The brochure also states that 85 per cent of respondents "describe dairy farmers as doing an excellent or good job, 77 per

See SURVEY page 2



John Chase, Wholesale Driver (left), and Dean Grant, Tanker Driver, display their wins at the National Truck Roadeo. Chase finished second in the Straight Truck competition and Grant finished third in Single-Single Trailer.

Briefly . . .

United Way kick-off



The 1990 Dairyland Foods United Way campaign was off to a good start November 13 as a band of merry volunteers greeted employees arriving at work. The campaign ran until November 23. Watch for the next issue of DF NEWS to see how well we did this year. Left to right: Tom Low, Manager, Corporate Communications; Leroy Wells, Credit Analyst; Brad Rendall, Home Service Foreman; and Chris Sainas of the United Way, filling the role of campaign mascot. Sainas also visited Lozells, Annacis and Abbotsford on kick-off day.

QES training underway

The next set of students is scheduled to begin graduating from Quality Education System classes in January. Quality training began again at Sperling on October 24. About 30 supervisors and managers, many who are new to Dairyland Foods or who have recently transferred to Sperling from the branches, are at-

tending the classes.

This phase of training consists of three series of classes, each having 10, 2 1/2 hour sessions. Quality Facilitators Tom Low and Al Kroeker are the instructors for these sessions, where students are introduced to the basic concepts behind the Quality Improvement Process.

All dressed up ...



Hallowe'en at Sperling was VERRRRY SCARRRRY, not to mention entertaining, when a number of employees dressed up to celebrate the occasion. Creatures visiting for the day included a macabre nurse, a group of cows advising "maintain your cool," a cavewoman and a gang of Creamsicles.

United Way campaign in Vernon

"Arrest" for a good cause

Stan Harder, Regional Manager for the Interior Region, was arrested September 27 ... fortunately for a good cause. The mock arrest, handled by off-duty members of the local detachment of the RCMP, was part of the Vernon United Way's fundraising campaign. Harder's brush with the law was the result



Stan Harder

of his nomination by three fellow employees.

The Punish-a-Pal scheme involved the mock arrests of 120 Vernon business people over four days. "Prisoners" were hauled away in handcuffs to the Village Green Mall, where each was charged with any of a number of humorous offences in a mock trial, then fined. Harder was fined \$100 for being a practi-

cal joker. Offenders were whisked back to work and given two weeks to cough up the cash.

Harder said he had no problem collecting the money from his co-workers. All in all, he says, "it was a lot of fun, and for a worthwhile cause."

Punish-a-Pal raised about \$19,000 in "fines." In addition to the volunteer RCMP officers, other volunteers took part in the mock trials. Those who participated in the trials included a judge and several lawyers.

Vernon employee receives Merit Award

Art Hoekstra, an employee at our Vernon branch, was recently presented with an Employee of Merit Award from the Vernon Silver Star Rotary Club. Hoekstra, a Machine Operator who is a 33 year employee of Dairyland Foods, was thrilled to be given this award. "It was terrific," says Hoekstra. "The dairy has always been good to me."

Ray Korbett, Sales Manager, Interior Region, says that Hoekstra received the award because he "works like every day is his first day on the job."

Korbett and other managers from that region selected Hoekstra to receive the award. Korbett, a member of the Vernon Rotary Club, explains that each club member was asked to select an employee from his company that deserved recognition. Korbett says that when he tabled the topic for discussion at a Dairyland Foods managers' meeting, "Art's name came up really quickly."

Plant Superintendent Paul Geier added that Hoekstra was the perfect choice because "he

gives 110 per cent."

Although this is the first year the Vernon Rotary Club has presented these awards, it could

become an annual event, says Korbett. About a dozen employees from various Vernon businesses received the awards.



Ray Korbett, Sales Manager, Interior Region (right), congratulates Art Hoekstra on receiving an Employee of Merit Award from the Vernon Silver Star Rotary Club.

Congratulations to Abbotsford employee

Abbotsford employee Ed Thoreson, a semi-trailer driver, is being hailed as a hero by a driver for Len's Lift Truck Delivery. On November 2, John Phillifant was at a warehouse in Abbotsford that Dairyland Foods leases, picking up a stand-up forklift to take away for repairs. As he was backing the forklift down a ramp, it somehow rolled onto his foot, pinning it.

Three passersby heard Phillifant's calls for help but were unable to lift the equipment. Just about then, Thoreson, in the course of his work, arrived at the warehouse. Seeing what had happened, he got a forklift from inside the warehouse and used it to lift the equipment pinning Phillifant

so his foot could be freed.

Phillifant, who suffered four broken toes, says "If it wasn't for Ed, who knows how long I

would've been there."

But Thoreson is taking it all in stride. "I just did what I thought was right."

Survey supports Canadian Dairy Industry

Cont'd from page one
cent believe Canadian dairy farmers do as good a job or better than dairy farmers in other countries, 79 per cent believe operating a dairy farm is a tough life, (and) 94 per cent believe dairy farmers adhere to strict standards of operation."

The survey also found that, of those surveyed, 70 per cent felt that all milk products consumed in Canada should be produced here,

compared to 34 per cent for all food products.

Survey respondents (76 per cent) also indicated that they would rather "pay more for Canadian dairy products and support the Canadian dairy industry."

Any employees who would like to obtain a copy of this brochure can contact Grace Chadsey, Publications Editor, at Annacis, local 106.

Food and fun at Sperling barbecue

Employees enjoyed plenty of food and fun at the Dairyland Foods fall barbecue, held September 13 at Sperling. Most of the food, which included hamburgers, salads, ice cream, cookies, coffee and juices, was donated by suppliers. Thanks to Weston Bakeries, Fletcher's Fine Foods, English Bay Batter, Lifestream Natural Foods, J.D. Sweid and Sunrich Fresh Fruit. Northwest Wholesale Florist provided fresh cut flowers for the tables.

Events included golf, a dunk tank — the most popular event — and a raffle. The more than \$900 raised from these events was donated to Rainbow House in New Westminster, a licensed special needs daycare for children 18 months to five years.

Home Service Manager Warren Tompkins, a member of the organizing committee, said that dozens of employees pitched in — from arranging electrical hook-ups, volunteering for the dunk tank, flipping burgers, putting up tables and chairs, setting up the mini golf course, to taking down the entire set-up.

Says Tompkins, "the many employees who helped organize the barbecue are responsible for making it such a terrific afternoon."



Annacis barbecue: Thanks for a job well done!

Annacis employees enjoyed a fall barbecue of their own October 16. Paul Thornburn, Production Foreman, said the afternoon event was put on to "show appreciation to employees for the work they put into bringing the plant up to excellent operating condition."

The plant received a "superior" rating after the recent American Institute of Baking inspection (see page one). Annacis also passed its first inspection by Agriculture Canada, which is required for plant registration. In addition, plant management has been particularly pleased with the many cost saving ideas Annacis employees have put forward as part of the Quality Improvement Process.

Senior Production Foreman Rod Neil says that "during the whole transition of this start-up, changing it from a fluid plant to a juice plant, and through all the construction, employees worked together and cooperated through some trying times."

The barbecue, where employees enjoyed salmon, chicken and all the accompaniments, was organized by Neil, Thornburn and Plant Superintendent Martin Minshall.



Basketball, Japanese style

Heat, humidity, crowds, cement, myriad buildings and short doorways are the things that come to mind for Brad Rendall when he remembers his recent trip to Japan.

The six foot, six inch (198 centimetres) Home Service Foreman



Brad Rendall

was in Japan for two weeks in August as a player on the New Westminster men's basketball team, the Royal Towers.

Eight players, their coach, photographer, referee, manager and a reporter from a New Westminster community newspaper made up the group.

"It was a goodwill tour, basically," says Rendall. Being a group of foreigners in Japan meant that the team received plenty of attention, not to mention abundant hospitality from the Japanese. In fact, said Rendall, he's never been treated better.

One of the team's experiences in hospitality was provided by Tony Hind, who lives in Tokyo and has been teaching English in Japan for several years. Hind's brother, Mike, was one of the team members.

The two brothers are the sons of former Dairyland Foods employee Bob Hind.

After flying to Tokyo, the group took a bus to Yokohama (Vancouver's sister city), where they stayed for three days and played two games. From there, it was a trip on the famous bullet train to Shizuoka for two days and one game, then the bullet train again to

Fukuoka for one game, then finally to Moriguchi, New Westminster's sister city, for the final game. The Royal Towers won four of the five games, which were exhibition matches played against local club teams.

All in all, says Rendall, the experience was a great one and he wouldn't hesitate to visit Japan again.



Tokyo recently provided a variety of sights, including the gateway to the city's Chinatown, for Home Service Foreman Brad Rendall. Rendall visited Japan in August during a basketball tour as a member of the New Westminster men's team, the Royal Towers.

Safety savvy

- Electricity is extremely dangerous. Be aware that electricity doesn't mix with water or metal. An electrical current can shock and kill. Don't be shocked into an accident.
- Keep fit. Have regular medical check-ups, exercise but don't overdo it, follow a balanced diet. Research shows that fit people have fewer accidents than unfit people.



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

Work anniversaries

Congratulations to Dairyland Foods employees celebrating their work anniversaries in October, November and December, 1990. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

THIRTY YEARS

ABBOTSFORD — **Barry Craine**, Maintenance Foreman.
PRINCE GEORGE — **Heinz Klein**, Machine Operator.

TWENTY-FIVE YEARS

ABBOTSFORD — **Jacob Slykerman**, Chief Engineer.
NELSON — **Eileen Thexton**, General Clerk.

TWENTY YEARS

ABBOTSFORD — **Doug Parker**, Train Driver.
BURNABY — **Joan Ashmore**, Data Entry Operator; **Peter Gee**, BOSS Operator, Coordinator; **Viktor Hold**, Journeyman; **Cathy McMorine**, Manager, Office Services; **Leroy Wells**, Credit Analyst.

FIFTEEN YEARS

BURNABY — **Robert Bell**, Packager; **June Burgess**, Accounts Receivable Supervisor; **Henry Bushnell**, Plant Helper; **Rod Deakove**, Retail Driver; **Ricki Finlayson**, Customer Service

Clerk; **Louise Hall**, Packager; **Andy Hill**, Dairy Worker; **Gert Ternes**, Dairy Worker.
CRANBROOK — **Rod Olson**, Sales Representative.
LOZELLS — **Renato Ciccone**, CIP Operator; .

TEN YEARS

ABBOTSFORD — **Len Friesen**, CIP Operator.
ANNACIS — **Jim Smart**, Chargehand.
BURNABY — **Chuck Bruce**, Semi-Trailer Driver; **Terry Cotter**, DAWS and Shipping Operations Assistant; **Greg Harms**, DAWS Operator; **Barb Jewett**, Switchboard Operator; **Tom Milum**, Wholesale Driver; **Pam**

Moorside, Payroll Administrator; **Doug Porter**, Wholesale Driver; **Gary Tibbles**, DAWS Operator; **Ray Willson**, Machine Operator.
LOZELLS — **Gary Eheler**, CIP Operator; **Jerry Hrabar**, Assistant Superintendent.
NELSON — **George Southwell**, Checker/Loader.
VICTORIA — **Alan Gray**, Route Foreman.

Our mistake

Ron Phillips, a Sales Representative in Burnaby, was, in error, not mentioned in the summer issue of DFNEWS. Phillips celebrated his 25th work anniversary in May, 1990. Congratulations!

New appointments

Anthony Au has been named to the position of Manager of Automation (all regions).

Nancy Baillie has been appointed to the position of Manager, Quality Services and a member of the Senior Executive Committee.

Anthony (Tony) Brown has joined Dairyland Foods in the position of Materials Handling Manager.

Mike Bryan has been appointed to the position of Burnaby Wholesale Supervisor.

Henri Legal has been appointed to the position of DAWS and Shipping Department Supervisor.

David Lewthwaite has been appointed to the position of Distribution Assistant.

Stan McHann has been assigned to the position of Special Projects - Sales Division.

Gail Smart has been appointed to the position of Research and Development Supervisor.

Warren Tompkins has been named to the position of Manager of the Home Service division.

Cliff Denny has been appointed Vice President, Finance and Administration and Chief Financial Officer. **Glen Schwartz** has been appointed

Vice-President, Human Resources. These two positions and job titles have been renamed as the first phase of a review of all management positions and job titles. This review will ensure that titles at Dairyland Foods are more in line with the rest of the industry.

John Lougheed has been appointed Assistant Corporate Controller — Management and Production Accounting. **Graham Matheson** has been named to the position of Assistant Corporate Controller — Finance. This move is in conjunction with a realignment of the Finance and Information Systems areas.

Retirements

George and Betty Penner both retired recently after a total of more than 62 years with Dairyland Foods. George began his career with the company on July 10, 1957. He retired from his position at the Abbotsford branch as a Wholesale Ice Cream Combo Driver on Oc-

tober 1, 1990. Betty completed her 29 years with Dairyland Foods on July 13, 1990 as an Office Clerk at the Sardis branch.

Donald MacKay, a Driver who worked out of the Abbotsford branch, retired September 22 after 21 years service.

Did you know...?

- Homogenization of dairy products is the process whereby large milk fat globules are broken down into smaller globules to produce a smooth, even texture and mouthfeel in the product.
- Dairy products can absorb odours and flavours from other foods in the refrigerator. Keep them covered and away from strong-smelling foods such as

onions, garlic, celery, broccoli and oranges.

- Ultra high temperature (UHT) or long-life milk is milk which has been heat treated to extend its shelf life. There are no preservatives added to it and the nutritional value is equal to regular milk.

Source: Dairyland Foods - Our Best To You

In memory

Jan Benes, a heavy duty mechanic in the Sperling garage, died suddenly on Friday, September 28. A 19-year employee of Dairyland Foods, Mr. Benes was 56 years old. Memorial Services were held October 3rd at Burquitlam Funeral Chapel in Coquitlam.



Jim Boyd, a Holiday Relief Driver in Abbotsford (centre), looks on as George and Betty Penner display a framed painting they received as a retirement gift from their fellow employees. The couple worked for Dairyland Foods for a total of more than 62 years.

10th tournament for Nanaimo

The Nanaimo branch held its 10th annual golf tournament in August. This year's event attracted 72 participants, says organizer Pete Bateman, Branch Manager. Participants included Dairyland Foods customers, employees and friends.

Four employees from Sperl-

ing were the first women to ever participate in this tournament. Making up that foursome were Tres Purkis, Chris Cardinal, Sandy Lazosky and Carol Nishi. In all, 16 Sperling employees took part in the Sunday tournament, held at the Fairwinds golf course at Nanoose Bay, an 18 hole, par 72 course. Burnaby employee Wayne Rogers, a golfer since

1960, won the tournament with a score of 73. Brent Brucker, also from Burnaby, had the longest drive.

Bateman says the event has grown in popularity over the years, adding that it's a great opportunity for customers and staff to get to know each other. The first tournament had just 12 players.



Published four times a year for Dairyland Foods employees and their families by the Communications Department. Readers' suggestions and comments are always welcome. Mailing address: P.O. Box 9100, Vancouver, B.C. V6B 4G4. Phone: 420-6611; Toll Free 1-800-242-6106.

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Thanks to everyone who contributed photographs and articles for this issue.

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