

THE DUTCH GIRL



OCTOBER '73

St. Isidore Plant continues age old tradition

Milk and milk products have contributed to man's nutrition since time immemorial. Many years ago our ancestors learned that an extract from the stomach of young calves enabled them to separate the curd from the whey and make cheese.

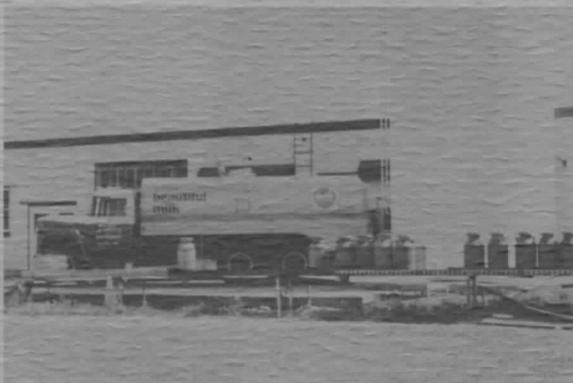
There are many references to cheese in the Bible. Assyrians, Babylonians, Greeks and Romans used cheese as early as 400 BC.

Early settlers to Canada brought with them the art of cheese making, and the United Empire Loyalists are credited with bringing their knowledge to Ontario.

No brief article can tell more than a fraction of the interesting story of cheese, but the pictures and story of our St. Isidore plant gives a little insight into one of our operations.



Every morning local producers bring their milk in churns to the St. Isidore plant. They are paid by the Ontario Milk Marketing Board according to the butterfat content of the milk.



Other milk arrives in bulk and is pumped into this 200,000 lb. tank.



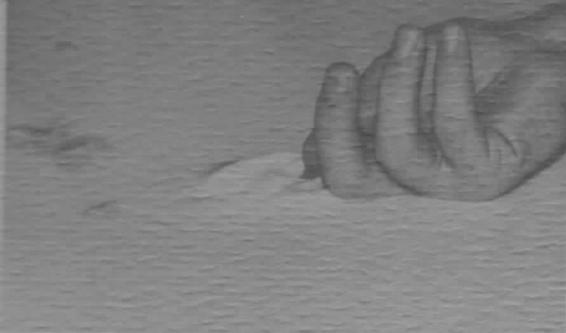
Each batch of milk is weighed and tested.



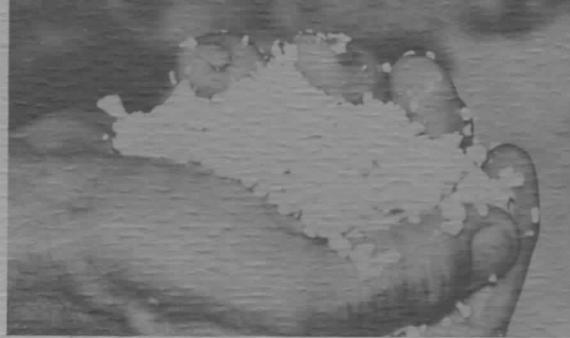
Joe O'Farrell checks samples taken from raw milk. They will be picked up several times each week and taken to Guelph for testing.



Here Joe makes an acid test of the raw milk in a 20,000 lb. vat.



Moment of truth—a clean split in the milk after the culture has been added means the mixture is ready for cutting.



When the curd has been cooked, drained and salted it has a soft, crumbly consistency.



Clare Crawford pulls these stainless steel wires up, down and across the mixture in the vat, cutting the curd into small cubes.



Shovelled into a hopper, the curd is pumped to a hooping table.



This overhead agitator moves through the tank, separating the curds from the whey.



The curds are placed in 42 lb. boxes and placed under pressure to make them bind. These boxes of soft, or natural, cheese, are taken to our plant at Wellesley, where they will be processed into Farmers and Colby cheese.



These vats are lined with pipes, which heat the curd. It will be constantly agitated during this time. The whey is drained, water is added to wash the curd and drained again. The curd is then pumped to a curd table.

The whey, meanwhile, has been pumped to a tank in the plant and separated. Whey cream is sold to a local creamery to make whey butter. The residue, pumped to an outside tank, is picked up by local processors who will convert it into whey powder, some of which is used in animal feed.

St. Isadore continued



The process for making Italian Mozzarella cheese is similar until the curds have been separated from the whey. Here the curd in loosely packed bricks is fed into a hopper.



Sign of a good Mozzarella—it has a soft, doughy consistency as it comes from the hopper.



Earl Mills removes a 5 lb. brick of Mozzarella from the machine.



Looking somewhat like loaves of bread before baking, the cheese is placed in a vat of cold water to chill and set.



The finished product being packaged.

Profile-Don Gormley

Don Gormley describes himself as a farmer, a jack of all trades, master of none. I would describe him as a rarity—a true gentleman in the real meaning of the word; he has the facility to make one feel like a lady.

One of twelve children, Don said his mother, a teacher, placed great emphasis on manners, correct grammar, behaving like ladies and gentlemen.

“I recall that I had to stand when my sister came into the room, but I did not resent it, because we all did the same, and were used to it.”

Don has held a great variety of jobs, including working as a sample boss during the depression in an East Malarctic, Quebec, gold mine.

“I believe that it isn’t your education so much that helps you get on in the world, it’s your up-bringing and the goals you set yourself.”

He had been with the federal government for 20 years before coming to Schneiders in 1967. He had been a poultry inspector, and says that of all the plants he called upon, ours was the only one that impressed him.

“That may sound corny, but it’s the truth. I knew a lot of people here of course, so when they offered me the job, naturally, I was interested. It was not until after they hired me that I found out my job would not be in the poultry division, but in cheese, about which I knew nothing.”

“I don’t mind the challenge of trying something new, as long as it’s within reasonable bounds of my knowledge. But I’m versatile, and if I don’t have the knowledge myself, I’m not afraid to ask.”

“I came to Wellesley, and eventually took over as manager. The packaging end of the operation, and anything to do with equipment, were in my line. And I found that as long as you can manage people, it doesn’t matter if you don’t know how to make cheese. There were people there already doing that.”

Don became general superintendent of cheese operations in 1972.

He lives in Wellesley and has one daughter, now teaching in Cornwall, whom he raised by himself. He spends a lot of time reading.



“I’ll read anything I can get my hands on. When I go to Cornwall I pick up four different newspapers. I also enjoy reading fiction.”

A farmer at heart, Don enjoys anything to do with the country, the land and the outdoors.

With the Royal Canadian Engineers during the war, Don served as a sergeant in five European countries. He was active with the Lions Club in Alexandria, his home town, and president of the group there, as well as vice-president in his Legion branch. He will be retiring in a couple of years, and doesn’t have any definite ideas about what he will do.

“Except, in some way, to get back to the land.”

25 Year Club

William (Benny) Couch

Benny came to Schneiders from one of our competitors and eventually became Northern Ontario sales supervisor. An illness approximately two years ago has since prevented Benny from working full time.

An avid fisherman, Benny loves to tie his own flies, particularly for trout.

He is also a keen bridge player, and for more than 20 years, after each sales conference, Benny would join his regular foursome and play far into the night.

Doug Preston, a friend of Benny's for many years, describes him as a 'human dynamo' and a supervisor who was extremely loyal to his salesmen.

Ted Ahrens

Ted, who came to Schneiders because his company was on strike, has been driving a truck for us since 1948. During that time, he has been late on only two occasions.

A veteran of 18 years safe driving, Ted says there's nothing too frustrating that he can't handle on the highway, "It's the parking lots that have me worried."

Ted agrees with our policy of keeping drivers on the same run.

"Customers get to know the driver; if there is a problem they can talk to him about it. I get along well with all my customers."

Although Ted averages a ten hour day on the road, he does not object to week end and vacation driving.

Merv Stroh

Merv went straight from school to the Kelterborn meat market and stayed for 2½ years. He came to Schneiders as an experienced butcher "because the pay was better" and has worked in the ham room ever since.

Merv says the hams were made differently years ago, and that way may have been better, "but we sell a lot more now."

Merv and his wife Beatrice have two children, one of whom, Connie, works in the Wellesley cheese plant.

He served in the army for three years during the last war, and was stationed in England and Germany.

A volunteer fireman, Merv excels at baseball and enjoys gardening, painting and cycle riding.



Larry Ker

One of the advantages Larry enjoys as a Schneider salesman is that most people, he says, accept the fact that our quality is tops.

Larry finds the whole business of living a challenge, a challenge which he enjoys.

"Yes, I'd go through the whole 25 years again," he says, "not only because of the customers I've met but because of the friendships I've come to treasure."

Larry is interested in sports, and particularly enjoys playing golf.

"But my hobby," he adds, "is selling JMS goods."

If Larry had not chosen a sales career, he would probably have made an excellent teacher. He was an instructor in the RCAF during the war, a job that never let him fulfill his desire to travel, but gave him the personal satisfaction of opening up peoples lives and showing them new horizons, a satisfaction he still enjoys.

During the last few years he has realised his travel ambitions, and he and his wife Alma have seen much of Europe. However, Larry says his strong family ties (they have seven children and the same number of grandchildren) won't let them stay away too long.

Larry is due to retire in four years, but he knows he will continue to work 'at something'.



25 Year Club



Harold Blake

Harold came to Schneiders because his job involved shift work, and his girlfriend told him that she had no intention of waiting around while he worked such odd hours.

He had been at Schneiders for a couple of years when he applied for the trainee program, and was not accepted. He therefore decided to pursue a career in the union.

Gaining experience on various committees, he was union president from 1962-66.

Harold enjoys his present job, employment supervisor, extremely well. His personality ideally suits him to deal with a cross section of people on many levels.

"The challenge in the labour market is tighter, and I try to be selective and keep down our rate of turnover.

"I'm a great believer in fair play; I think that right, not might, is right. Through my work in the labour movement I think I learned the ability to see both sides of a problem. I can sit down and talk about it, and help to achieve harmonious relations."

Harold held a variety of jobs before coming to Schneiders, anything from selling vacuum cleaners to time spent in the salvage business. However, all his jobs had one thing in common—he was dealing with people.

He enjoys cycling, swimming, card playing and travelling. He is active in little theatre and has been in a couple of TV commercials.

I asked him what happened to the girl for whom he left his shift work.

"I married her," he said.

Walter Stoesser

Walter was raised on a farm in St. Agathe, and may have been there today but for a letter Norman Schneider sent to all farm people after the war, asking them to come and work at Schneiders.

"I didn't want two jobs, so I chose to come to Schneiders."

Walter does not regret his decision, but prefers the slower pace of life that was enjoyed in 1948.

"Still, the company has improved a lot in 25 years. I wouldn't be here that long if I didn't like it, it's my second home.

"I liked it when I came here, and figured I'd stay. I think it's up to all of us to do a good job, get the product out."

Walter enjoys playing solo, and is a member of the Greenwood Rod and Gun club. He enjoys fishing, particularly for rainbow, and uses his farm experience by helping his son-in-law on his 180 acre farm.

Norman Taylor

Norman was a member of the Schneider male chorus for 23 years, until he broke his leg for the fourth time. Then he felt that the standing required would be too much for him, so had to resign. The chorus thought so well of Norman that they made him one of their honorary members. Even so, Norman does not have to confine his singing to the bath tub; he sings in the choir of St. Andrew's Presbyterian Church, as he has for 25 years.

Norman, who is from Sault Ste Marie, used to work elsewhere in Kitchener. One day he asked a friend of his, Norman Schneider, if there was a job for him at Schneiders.

The answer was "If there isn't, we'll make one."

Whether the job was available or made for him, Norman is still doing it.

He only has one regret about the last 25 years. "In a way, I would have liked to be a trainee, a foreman. Still, I enjoy doing my work, I like to get finished, and I wouldn't really do anything differently."



25 Year Club

Jim McClements

Jim and his wife, Greta, came to Canada from Belfast, Ireland, in 1948.

An experienced ham boner, Jim started work at Schneiders two weeks later.

"I came from a family of wanderers," he said, "I had my own business, a variety store, and did not really need to emigrate. However, I wanted to open another store, and a government regulation made it too difficult for me. So I got fed up, and here I am."

Jim said he knew he would have to stay in Canada when he came, as he burned his bridges behind him. He does not regret either the move, or coming to Schneiders.

"I'd do it all again," he said.

Greta says she is a widow for most of the year, as Jim is a Mason and is very active in his organization.

"He could be out every night in the week," Greta said.

An active man who had been off work for a few weeks with a leg infection, at the time of our interview Jim was anxiously waiting to get back.

Harold Girodat

Harold, more commonly known as Dutch, is somewhat unusual today in that he does not own a car and has not done so for years.

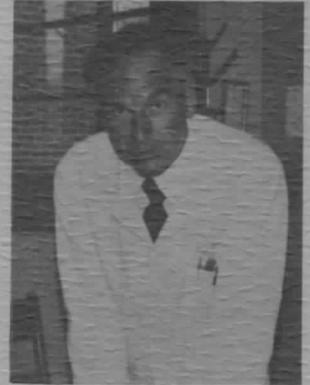
"I did once own a car for a little while, years ago. It was a model T Ford, but it hasn't entered my mind to own one since."

Dutch worked for 24 years in a button factory before he came to Schneiders.

He has been a SEA steward under five different presidents.

"I've seen plenty of changes in the company in 25 years, and I think they are generally for the good. I like the idea of our building expansion."

Due to retire in 1975, he says he won't sit around. He will no doubt still attend the company picnics, where he is remembered for serving the beer and knowing what everyone drinks.



Herb Schneider

Herb says he didn't really have much choice about coming into the family business, but fortunately, he enjoys it.

"Although my wife says I am a frustrated architect, and I do enjoy drafting. I suppose had my name not been Schneider, that's the kind of work I would have done."

Eight years ago Herb bought his first sailboat. "People who have idyllic dreams of sailing gently along, drifting into the sunset, are under a misconception. Sailing is very active, and you must be constantly alert. A sailboat is very responsive to the elements."

He feels that people are inclined to take themselves too seriously today.

"Is it because of the increased pace of business and more emphasis on productivity?"

Herb used to work here as a summer student, and has worked in most areas of the plant. He particularly enjoyed product development work, but since he enjoys working with people feels his current role (vice-president, personnel and public relations) will suit him well.

"Particularly when I am more adjusted to it. It's a little new yet, sometimes I feel uncomfortable."

He takes a great feeling of satisfaction in the company's growth and expansion.

"It's a feeling of achievement to see new ideas developed."

Herb admits to a passion for seeing things tidy and neat; active in the YMCA, his church, municipal affairs and Oktoberfest, Herb is as busy at home as at work.

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Lloyd Donohue

When Lloyd had completed his first day of work here in the Curing department, he went home and said he wasn't going back.

"Oh yes you are," said his mother, and now Lloyd is glad she insisted.

He has enjoyed his work here very much, and particularly since he went to Roast and Jellied Meats. "There is no comparison with the company as it was in 1948. Conditions have changed, so have the people."

Lloyd likes to play cribbage and his team are K.W. cribbage league champions. They also won the district championship for Waterloo Legion this spring. In the winter he joins the 'armchair league' to see the hockey games.

He was in the army for 6½ years, 4 of them overseas. Last year he and his wife Ruth went to England and found all his old camps and many of his old cronies.

"I think that was the most enjoyable thing that has ever happened to me."

For 17 years, he lived beside the plant, now lives nearby in a comfortable home with a beautiful garden.

Harold Lough

Harold has always worked in sausage manufacturing, and has missed only one day through sickness in 25 years.

A private in the Highland Light Infantry during the war, Harold was part of the D-Day invasion. Three years ago Harold and many other members of his regiment had a reunion near Buron, France, to dedicate a memorial to those members of their regiment who died.

He says that although our facilities at work have changed over the years, and are better now, the people remain pretty much the same.

He enjoys sports and always plays in the annual JMS golf tournament.

Stan Holdenmeyer

Stan has been a foreman for 11 years, and has worked in many different departments here. He finds each department interesting, and enjoys the variety in moving around.

Although born in Kitchener, he used to work on the Prairies, and on logging camps in British Columbia. He came to Schneiders to visit some friends, and has been here ever since.

An outdoor man, Stan loves sports, particularly hunting, fishing and horseshoes. At one time he played hockey for Schneiders, and his team twice won the championship.

He is also interested in harness racing and should be in a good position to pick up some winning tips, as his daughter grooms at a stable.

"I am interested in advancing with this company. I have never yet refused anything the company has asked me.

"I think the toughest part of our business is working under refrigeration."

On the subject of women's lib., Stan says he would have no objection to working with women, "but I don't know if I would work under a lady foreman. Of course, if they have the qualifications, they shouldn't be held back."



25 Year Club

Gord Simpson

Another new member of the 25 year club has said that the day of the character is over. If we do have any outstanding characters, anyone who knows Gord Simpson would probably feel that he is one of them.

Gord worked on sales in Toronto in 1948, part of the time with his father-in-law, who was here for 27 years.

In 1954 Gord was the first salesman in Toronto to sell one million pounds of product, and that year he was named the first 'Salesman of the Year'.

He became general sales supervisor and chain store sales manager, a job he has enjoyed most of all.

A 20 year member of the Lions Club, Gord is past president of the Kitchener chapter and on their present board of directors.

His other involvements include bridge, curling and the Miss Oktoberfest beauty pageant.

"I'd do it all again," says Gord, "I've always been proud to work for this company."

Wilfred Neeb

Like many other Schneider employees, Wilf had a relation who worked here before him. Wilf's sister, Vera, works in the Cafeteria.

An active, lively man, Wilf says he is never bored. Brought up on a farm near Wellesley, he is often sorry he did not stay there, but on the other hand has enjoyed the 25 years spent here.

Always in the Poultry department, Wilf recalls the time when, if they killed 1,000 chickens a day, they had to work overtime.

"Now, we can kill that many in an hour."

Wilf did not make a lot of money in 1948, only 83c an hour, but it was still 4c an hour more than he had earned on his previous job.

"I enjoy people. Some try hard, some don't try at all, but everyone is interesting."

Wilf, who says that although we work faster now than we did 25 years ago, we don't work as hard, has been late only 3 times since he came here.



Wilf Lindner

Raised on a farm near Wellesley, Wilf loves the country life and anything to do with the outdoors.

He has always been in the Ham Room, and enjoys it there.

"My job has never given me any headaches."

Hired at 89c an hour as an experienced ham boner, Wilf does not believe we live any better today than we did years ago, and that you have to be just as careful with your money.

"But if you have lived through a depression, you can live through anything."

He is happy with the company expansions, and says we are 'bursting at the seams'.

"But why don't companies such as ours encourage farmers to utilize northern agricultural land to raise beef? There are acres and acres of land that could produce livestock, and we would not have to go to Australia for our beef."

Wilf has been a SEA steward for three years.



George Alex Fordyce

Alex says it does not seem long ago that he was talking to Gord Simpson and Doug Small about

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coming to work for Schneiders.

His father owned a butcher shop, and Alex says it was natural for him to go into the meat industry. He approves of all the changes the company has made in recent years, both within the corporate structure and in making acquisitions.

"I believe we have good leadership, good management, within our company, and it's interesting to see the changes they make. That has to be."

Alex has been a hockey coach for years, and took his juvenile team to the finals last year.

A corporal in the RCAF during the last war, Alex was stationed in London, England.

An ambition he would like to realise one day is to take a hunting trip 'somewhere up north'.

"I don't know if I ever will, but it's a nice dream," he adds.

A family man, Alex and his wife Doris are waiting the arrival of their first grandchild.



Lou Krissak

When Lou thinks back to 1948, he is a little nostalgic. Lou feels we used to have some real characters, some real 'living legends' in this company, and that those days have gone.

Lou's father, Ignatz (Iggy) worked here for 42 years in the Curing department. One day he came home and told Lou there was a job available in the Billing Office. Lou was hired by Dave Schneider, and worked in Billing for nine years.

"The hours were long, and the work was humdrum. However, they used to pay me every Friday, and in those days, if you had a job, you stayed. People didn't move around as much as they do today."

Lou says that Schneider people have the reputation to be fiercely loyal, and believes it's true. "If it can be done right, we'll do it."

He thinks our computer installation is one of the biggest single changes ever undertaken by our company, and one of the most impressive.

"I am too old now to undertake the years of training required for that, but it would have been great to be involved in that type of thing."

Lou's family of three takes much of his time, and he has also been working on some correspondence courses, but he hopes that he will soon be able to get back into his bridge playing group and devote some time to it.

Cathy Martell

Cathy celebrated her 37th wedding anniversary two days after she had completed her 25th year at JMS last August.

When she was hired, the company had a policy of offering only part time work to married women.

Cathy worked part time in Poultry, and was there on that basis for about four years.

No doubt, as the company grew, it had to set aside some of its old fashioned prejudices, at any rate, Cathy now works full time in Luncheon Slicing. Since 1959 she has done the clerical work for that department.

Cathy was not 'overly enthused' about her job when she started here, and certainly did not plan to stay for 25 years.

"My husband was in the army, so I had to do something."

"I sure do," she said when asked if she now enjoyed her job. "I would not have done it for 25 years otherwise."

"Not party people," Cathy and her husband Sid like to play Bingo a couple of times each week.

Robert Sutherland

At 40, Robert must be one of the youngest members in the club. He has worked full time since he was



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15, and was a summer student here for two years before that.

"Things were a lot different in those days. Emphasis then was more on workmanship, not production," Robert says.

"We did not need so much safety equipment, because you worked at a slower pace and had more time to be careful.

"When the Schneider family ran the Schneider plant, things worked well, but the way things are today may be better from the financial viewpoint."

Robert has spent his whole life in this company, and feels sorry for people in a similar position when their plant closes and they have no work.

"When that happens, it can all be traced back to poor management."

Robert and his wife, Helen, love to travel, and for their 25th wedding anniversary they plan a trip to Europe.

He also bowls, and is a coach for the junior bowlers in Waterloo.

The Idea People

Terry Deitrich, Sausage Manufacturing, \$623.00—'Suggestor of the Month' for August.

Gordon Chapman, Sausage Manufacturing, \$100.00—'Suggestor of the Month' for September.

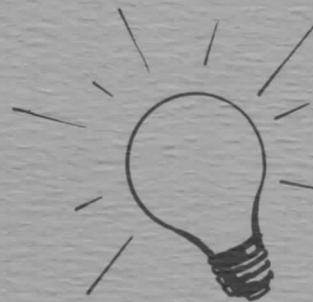
Robert Cochrane, Sanitation, \$40.00.

Randall Kirch, Order Fill, \$25.00.

David Disley, Curing, \$25.00.

Dwight Zeller, Order Fill, \$20.00.

Suggestion Award Plan pens to: Ernie Doyle, Hog Kill; Doris Kinnear, Poultry; Robert Lees, Beef Kill and Ellen Schoenfeld, Poultry.



People on the move

Lew Bradich appointed group product planning manager, effective July 23.

John Burnett appointed project specialist and commenced training in all phases of pork operations, effective August 13.

Doug Preston appointed manager, sales and marketing information systems, effective September 3.

Allan (Bud) Bruder appointed district sales manager, Toronto, effective September 3.

Larry Dietrich, branch office supervisor, temporarily assigned to study the order processing system in Western Canada, effective September 17.

Gary Barker assumes the duties of branch office supervisor while Larry Dietrich is in the West, effective September 17.

Robert Lapsley appointed keyman of the Order department, effective September 17.

Bob Mathis appointed foreman, Employee Food Services, effective September 24.

RETIREMENTS



Adela Schneider

Adela retired in August after 18 years at Schneiders, leaving friends in almost every department.

Apart from her activities in St. Peter's Lutheran Church, Adela has few outside activities. A widow for 19 years, she is grateful and happy for the companionship provided by her daughter and three grandchildren.

Adela has a really beautiful garden, with flowers of one variety or another blooming all year long. Rose lovers will miss her beautiful roses in the Cafeteria each summer. Although reluctant to retire, Adela does look forward to more time spent in her garden.

James Kennedy

Following new retirement procedures, when Jim retired in September a small group met informally in the second floor board room.

Calling Jim a model employee, Jack Ludwig said, "In a department as large as pork cutting, it's hard to keep track of individuals. When they have qualities like his, they are easy to remember."

Herb Schneider said he had little to add to what Jack had said, except "we think as much of your daughter Sylvia. Once in a while we are inclined to kick over the traces, and need the steadying influence of people like yourself."

When Tom Eason handed over a wallet and cash from SEA, he told Jim that 26 years ago, when they first met, "neither of us dreamed I'd be handing you this today."

Jim said that he and his wife will be doing some travelling for a while.



Roy Swartz

An informal get together of office employees was held in the accounting department in September when Roy retired after more than 43 years.

Ross Caron commented on the wide smile Roy had been wearing for a couple of weeks.

"I'm not sure whether or not you are laughing with us or at us!"

The department presented Roy with a silver beer mug, "just in time for Oktoberfest."

Roy noted that he is going to miss Schneiders and all the friends he has made here, and said that as for the smile, "It's a little of both."



Adela Schneider has a farewell word with Anne Poetker.



Jim McClements and his wife, Greta.



A goodbye from Roy Swartz.



Bob Sutherland with Gord Murray.



Union president Bill Van Heugten congratulates two new 25 year club members, Harold Blake and 'Dutch' Girodat.



Gord Simpson chatting with his one-time secretary, Ann Miller.



Herb Schneider with another 25 year club member, his secretary, Myrtle Diehl.



Lloyd Donohue with his wife Ruth and their cat, Ginger, taken on the patio of their home.



Harold lines up his shot in the Schneider golf tournament.