



# The Dutch Girl

Schneider Foods

January, 2002 Volume 5, Issue 4

## Winter Reflections

a time to listen,  
a time to change

With the start of another new year, it's the perfect time to reminisce on the past and plan for the future. This requires some careful and thoughtful reflections as you ponder the spiritual, family, social, and work aspects of your life. You may want to try listening to yourself and others to be truly successful during this time of reflection. Good listening skills allow you to have a better understanding of the people and events around you. Taking the time to listen is one way to aid you in discovering what changes you could consider making in your life.



Photo taken by Norman C. Schneider, 1946, Schneider family papers, University of Waterloo Library (Special effects by Real World Graphic Design)

Only when the clamour of the outside world is silenced will you be able to hear the deeper vibration. Listen carefully.

— Sarah Ban Breathnach

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Our feature article focuses on reflection and resolutions for considering changing things in our own lives. Whether it is a lifestyle change connected with nutrition, or a new attitude toward fitness which motivates you to venture outdoors for some exciting activity, the changes you make in your own life will inevitably have repercussions in the lives of those around you. It is sometimes forgotten that the effects you have on others reach far and wide. But before you can change, you must be willing to listen to your heart, your loved ones, and the people with whom you interact. If we wish to listen effectively, we must first understand that listening is a skill.

Listening is noting what, when and how something is being said. Listening is not acting like you're in a hurry, even if you are and involves making eye contact or placing a hand gently upon an arm to reaffirm understanding. Sometimes, listening is taking careful notes in the person's own words.

**The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them.**

—Ralph Nichols

According to Larry Barker of the International Listening Association (ILA), effective listeners remember that "words have no meaning – people have meaning." He said that the assignment of meaning to a term is an internal process; meaning comes from inside us.

**When days are short, memory is long. Take stock of your life now, while the earth around you sleeps. A new year means a new beginning; a new beginning is an opportunity to bury old mistakes. You can't change a thing through regret, you can only wear yourself out. Within you lies all the courage you need. Solitude opens all the closed doors.**

—Excerpt from *Dancing Moons*.  
Poems by Nancy Wood, 1995.

**When making personal decisions, listen to what your head says; then listen to what your heart says. If they differ, follow your heart! Whenever you listen to your heart, you listen to that part of you that is most interested in your well-being.**

— Anonymous

The ILA is a professional organization whose members are dedicated to learning more about the impact that listening has on all human activity. Listening effectively to others can be the most fundamental and powerful communication tool of all. When someone is willing to stop talking or thinking and begin truly listening to others, all of their interactions become easier.

Further information about listening is available in your local library or the HR library.

Changes are constantly occurring throughout all facets of the organization and would not have been possible without practicing effective listening skills. At Schneider Foods, we are listening to our health care professionals, our marketing team, our consumers, and our fellow employees in order to create change.

- A portion of the Ayr Plant has received a facelift with the help of some of the employees and you can see the difference on page 6.
- Thanks to our Suggestion Plan Program, we were able to listen to some of our fellow employees, implement their suggestions and witness successful changes in our business practices. Pages 8 and 9 outline the employees that were honoured.
- The Supply Chain Operations, PAC, and Demand Planning projects have all moved forward. Read more about the updates on page 10.
- Read about a Customer Service Representative who listened and took action on page 15.
- With the success of Schneiders Hot Stuffs™, we have introduced four new *Eggcellent* products that take into account our consumers' preferences. You can read more about them on pages 18 and 19.
- Change is not always easy, but our health care professionals offer some great advice on pages 22 and 23 for ways to make and keep those new year's resolutions.



# Dealing with the “Winter Blues”

Weather often affects people's moods. Sunlight breaking through clouds can lift our spirits while a dull, rainy day may make us feel a little gloomy. While noticeable, these shifts in mood generally do not affect our ability to cope with daily life. Some people, however, are vulnerable to a type of depression that follows a seasonal pattern. For them, the shortening days of late autumn are the beginning of a type of clinical depression that can last until spring. This condition is called “Seasonal Affective Disorder”, or SAD.

A mild form of SAD, often referred to as the “winter blues”, causes discomfort, but is not incapacitating. In its severest form, SAD can affect one's personal and professional lives, and seriously limit one's potential. It is important to learn about the symptoms, and to know that there is treatment to help people with SAD to live productive lives year-round.

## What causes SAD?

Research into the causes of SAD is ongoing. There is no confirmed cause yet. SAD is thought to be related to seasonal variations in light that regulate our circadian (daily) rhythms. This biological clock responds to changes in season, partly because of the differences in the length of the day. Our biological clocks may tell our bodies to sleep as the days shorten. Other research shows that neurotransmitters, chemical messengers in the brain that help us regulate sleep, mood, and appetite, may be disturbed by SAD.

## What are the Symptoms?

SAD can be difficult to diagnose, since many of the symptoms are similar to those of other types of depression. Generally, symptoms that recur for at least two consecutive winters without any other explanation for the changes in mood and behaviour, indicate the presence of SAD. They may include:

- change in appetite, in particular a craving for sweet or starchy foods
- weight gain
- decreased energy
- fatigue
- tendency to oversleep
- difficulty concentrating
- irritability
- avoidance of social situations
- feelings of anxiety and despair

The symptoms of SAD generally disappear when spring arrives. For some people, this happens suddenly, while for

others, the effects of SAD gradually dissipate.

## Who is at Risk?

Research in Ontario suggests that between 2% and 3% of the general population may have SAD. Another 15% have a less severe experience described as the “winter blues”. Those more susceptible to SAD include:

- people over the age of 20
- women more commonly than men
- people in northern countries, where the winter day is shorter
- shift workers and urban dwellers who may experience reduced levels of exposure to daylight in their work environments

## How is SAD treated?

If you feel depressed for long periods during the autumn and winter, if your sleep and appetite patterns change dramatically, you should seek professional help, for example, from your family doctor. There is effective treatment for SAD. People with mild symptoms can benefit from:

- Spending more time outdoors during the day
- Arranging your environments to receive maximum sunlight (for example, trim tree branches that block light, keep curtains open during the day, move furniture so that you sit near a window, install skylights or add lamps)
- Building physical activity into your lifestyle (refer to page 5)
- Increasing your exposure to natural light or “Light therapy” which involves sitting beside a special fluorescent light box for several minutes a day
- Monitoring your diet, sleep patterns and exercise levels

Even people with severe symptoms can get rapid relief once they begin treatment. For those who are severely affected, devising a treatment plan with a health care professional consisting of light therapy, medication and cognitive-behavioural therapy may also be needed.

*(Source: Canadian Mental Health Association)*

## Where to go for more Information

For further information about seasonal affective disorder, contact a community organization like the Canadian Mental Health Association to find out about support and resources in your community.

## Listen to Your Bodily Needs for Nutrition

Chances are you find yourself standing in line or sitting in the drive-through some days for a quick meal. You are not alone. Every day about one out of five Canadians eat takeout from a fast-food restaurant. As convenient as this is, most of the time, this food does not give your body what it needs to be healthy and fit.

Eating healthy does much more than give your body fuel to keep going. It can help prevent disease and improve your quality of life. The better your diet, the better your health. A healthy diet has the correct amount of nutrients (vitamins and minerals) and calories. Too much or too little of nutrients and calories can affect your health. An easy way to find out if you are eating right, is to look at what you are eating.

The nutrients and calories your body needs will change during the different stages in your life. Women need more calcium, iron, and folic acid, than do men. The risks of osteoporosis (bone loss) and iron deficiency (anemia) are greater for women than men. By simply changing your diet, you can reduce your risk for these and other conditions. Whether you are eight or 80, it's never too late to start. Any changes you make in your diet today will help to improve your overall health.

Here's a quick checklist to help you compare what you eat with Canada's Food Guide to Healthy Eating.

Think about yesterday. Did you have: a variety of foods from each of the four food groups? Give yourself 1 point for each "yes" answered.

- 5-12 servings of grain products?
- 5-10 servings of vegetables and fruits?

- 2-4 servings of milk products?  
*children 4-9 years:* 2-3 servings of milk products  
*youth:* 10-16 years: 3-4 servings of milk products  
*adults:* 2-4 servings of milk products  
*pregnant and breast feeding:* 3-4 servings of milk products
- 2-3 servings of meat and alternatives (including fish, poultry, dried beans, peas, and lentils)?
- Foods prepared with little or no fat?
- Whole grain and enriched grain products (bread, cereal, pasta, or rice) more often?
- Dark green or orange vegetables and orange fruit more often?
- Lower-fat milk products more often?
- Leaner meats, poultry, fish, or dried peas, beans, and lentils more often?
- Some physical activity?

**How did you score?**

**YOUR TOTAL:**

**9-12 CONGRATULATIONS!**

You really do make healthy food choices.

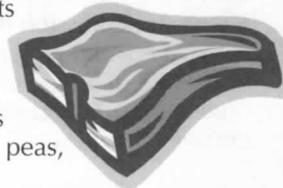
**6-8 KEEP TRYING!**

You're on your way to healthier eating. Check the Food Guide to help you make even better food choices.

**0-5 OOPS!**

Read through the Food Guide and use it to improve your food choices. Canada's Food Guide for Healthy Eating is easy to use and full of advice to help you make healthier food choices.

(Source: Dietitians of Canada)



## The ABCs to Healthy Living



**AIM FOR FITNESS...**

Aim for a healthy weight.  
Be physically active each day.



**BUILD A HEALTHY BASE...**

Let the Food Guide direct your food choices.

Choose a variety of grains daily, especially whole grains.

Choose a variety of fruits and vegetables daily.



**CHOOSE SENSIBLY...**

Choose a diet that is low in saturated fat and cholesterol and moderate in total fat.

Choose beverages and foods to moderate your intake of sugars.

Choose and prepare foods with less salt.

If you drink alcoholic beverages, do so in moderation.

# It's Time to Get Moving!



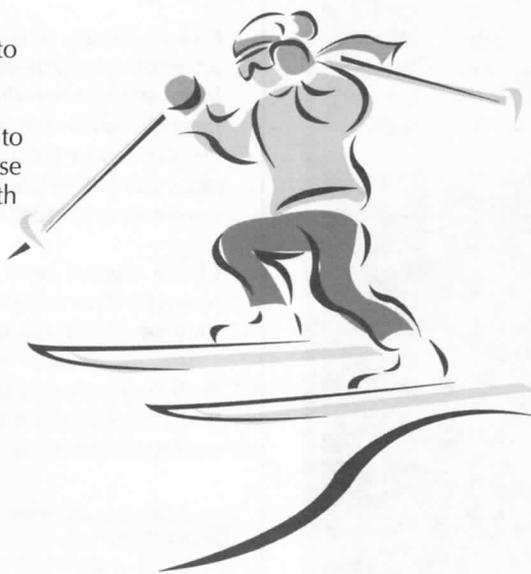
I guess you're probably wondering how much exercise you really need? A smaller amount of physical activity than you might have thought will help you stay healthy. **To improve your overall health, you need to have some type of physical activity for 30 minutes most days of the week.** This does not have to be an activity for 30 minutes in a row. You can be active for 10 minutes at a time, three times a day. If your goal is to lose weight, you might have to increase your activity more. It is best to talk with your health care provider before you start an exercise program or if you want to lose weight.



There are many benefits of regular physical activity for your health. These include lower risk of heart disease and obesity, healthy bones, muscles and joints, more lean muscle, and lower body fat. Physical activity reduces the risk of diabetes and colon cancer, and helps people lower their high blood pressure. Physical activity can help to improve your mood and confidence. It can also reduce the symptoms of anxiety and depression.

With all this good news, people who are not active regularly or at all, need to get moving! For those who do engage in some type of regular physical activity, you are keeping your heart and body in good shape – keep up the good work!

What are some types of physical activity that you can do? It does not need to be strenuous or hard to have cardiovascular (heart, blood vessel, circulation) benefits. For beginners, 5 to 10 minutes of activity a few times a week is a good starting point. Health experts suggest working toward incorporating exercise into a daily routine, perhaps starting with walking the dog. You can then work up to the recommended physical activity level for your age and fitness level.



Exercise must become a priority, plan ahead, choose at-home options like working out to a video or marching and dancing to music with your children. Have a family walk after dinner or plan outdoor family activities. Above all, be creative so you can have fun at the same time. The winter weather may bring the cold and snow but that allows for some different outdoor activities. Here's a few suggestions to get you thinking about ways to get outdoors with the family for some old fashioned fun and built-in exercise.



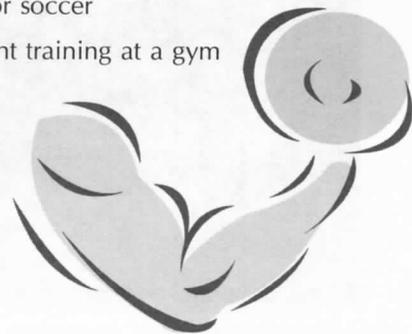
## Outdoor activities:

- \* Cross country skiing
- \* Downhill skiing
- \* Ice skating at your neighbourhood outdoor rinks
- \* Snowmobiling
- \* Snowshoeing
- \* Dogsledding
- \* Hiking/walking trails
- \* Building a snowman

Exercise is important to all people, even those who don't like the cold and prefer to stay inside where it's warm and comfortable and very far away from the snow.

## Indoor activities:

- \* Family skating at arenas throughout your community
- \* Indoor exercise track for walking or jogging
- \* Public swimming at a local pool
- \* Aerobic or water aerobic classes
- \* Dance classes – line dancing, ballroom, swing, tap, ballet, jazz
- \* Hockey
- \* Indoor soccer
- \* Weight training at a gym



## New space creates better workplace at Ayr plant

In the 70's and 80's one of the flagship products for Schneiders was the Bucket Chicken. Most people can remember eating this product at one time or another. This product was always made in our poultry further processing plant in Ayr. One of the last reminders of the "bucket line" as we knew it, was the spiral steamcooker that was used to cook this chicken. This steamcooker was built in about 1970 and was in operation until the product was discontinued a couple of years ago. This summer a group of employees from the plant and one outside tradesman combined their efforts over the course of a couple of weekends to remove this old cooker. With the removal of the spiral cooker, the open area is now being utilized for off-line packaging. The repack line process involves taking prepackaged bulk products, such as chicken fingers and repackaging them in smaller quantities with the appropriate sauces. Until recently, this had not been a set line in the Ayr plant due to a lack of space. Now the repack line, which is put to use during any down times of the permanent lines, is always operational and ready to go. The removal of the massive spiral cooker allowed for space to set up the repack line, as well as, shelving to create a temporary storage area for products waiting to be processed. The removal of the spiral cooker has improved the Ayr plant for the new space is being used efficiently. A job well done!

**After:** The space is now being used more effectively for the repack line area.



**Before:** The removal of the spiral cooker really opened up space in the plant.

## Letters to the Editor

November 6, 2001

The Editor, Dutch Girl News  
J.M.Schneider Inc.  
321 Courtland Ave. East  
Kitchener, Ontario  
N2G 3X8

To whom it may concern:

This retired employee wants to compliment you on the thought and care which you exhibited in preparing and creating the article "A Defining Moment of Change."

Our company was made great because we attempted to adhere to the values of our founder, John Metz Schneider. To have these values reproduced in the article and highlighted for employees in the year 2001, was particularly poignant for me. I applaud the organization for continuing to operate by these historic values.

I have always been proud of my company but never more so than when I read the first 5 pages of the October 2001 issue of Dutch Girl News.

As the editor, you demonstrated that you believe that J.M.Schneider Inc. is populated by whole, caring employees.

Sincerely,

Ken Murray,  
retired President

*Kenneth Murray was part of Schneider Foods for 37 years. He was President of the company from 1969 until 1985. He retired in 1987. On November 15, 2000, he was awarded one of the highest honours for lifetime achievement that can be received in this country, membership in the Order of Canada.*

## Another "Banner" Year for Continuous Wiener Operations

Schneiders wieners are enjoying another great year of record market share – even surpassing last year's record levels, according to Marketing Manager, Maurice Bianchi. Red Hots continue to be Canada's #1 wiener with almost double the sales volume of the nearest competitive offering!

Below are the figures that demonstrates the success we have witnessed in wiener sales over the past two years.

National Growth Rate	1999	2000	2001
Wiener Market (Canada)	0%	0%	+2%
Schneiders	0%	+13%	+10%

*(Data compiled by AC Nielsen)*

The "banner" displayed in the main employee entrance hallway at the Courtland facility, states "Schneider Quality, Schneider Pride, Home of Canada's #1 Wieners". This is in recognition of the support, dedication and contribution of all employees in the CWO process. This reflects the positive results of a job well done in maintaining growth, food safety and customer service for CWO. It is a symbol that instills a real sense of pride in our business.

Success is not only measured by sales. All facets of the process have done a tremendous job in the areas of improving food safety and customer service as well.

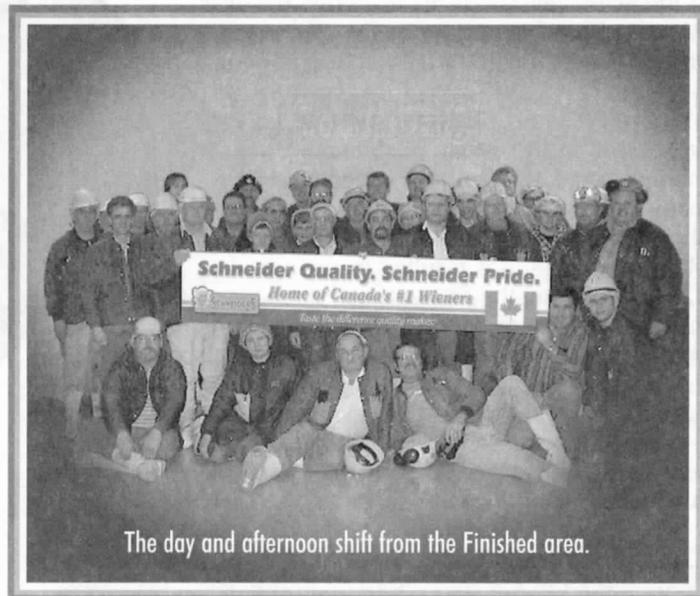
Production Manager, Rick Larose, explains that food safety is taken very seriously and is one of the key elements to product quality.

The Sanitation Team must be commended for continuously receiving good sanitation scores which contribute to enhanced food safety. The emphasis on food safety and quality begin in the Clean Room, a forced entry point into the CWO. This preparation area is where hands are scrubbed, boots are washed, and the employees suit up, complete with face masks.

Products have continued to exceed standard shelf life requirements indicating that the program is extremely effective. Each department meeting devotes a minimum of 15 minutes to food safety issues which help to reinforce our commitment to quality.

Customer service is another area demonstrating success as the process consistently exceeds service targets. Schneider Foods continued to meet the demands of our customers even during peak periods, especially through the summer, when the plant was operating at or above capacity. Each summer, we bring in over 60 students to work in the CWO. Rick noted that it is only with the support and cooperation of our full-time staff, that these students are trained quickly to ensure that operations continue smoothly so we "don't skip a beat."

The success of the process also depends on a team effort from all of our support areas. The department looks forward to preserving the momentum and reaching new heights in the next fiscal year.



The day and afternoon shift from the Finished area.



The day and afternoon shift from the Raw area.



The sanitation staff.

# Striving for Perfection

The Suggestion Plan Awards is a time to recognize the employees who take matters into their own hands. They are the ones who set an example for the rest of the employees, especially the newer ones, by submitting ideas as they strive for perfection in the workplace. Why do most people propose suggestions? Sure there is the rewards and the recognition but most people submit ideas because they believe they can make a difference. They can improve what already exists. Their recommendation can make things easier, safer, cheaper, cleaner and better as we continue to strive for excellence. The suggestion plan program is an essential part of what keeps Schneider Foods ahead of the competition. The program began in the early 1960s and has continued to be a success with each passing year. The suggestion plan is really a team effort, both on the part of the suggestors and the management who support the ideas.

It is now time to honour the champions for fiscal 2001. The suggestor of the year is the person who accumulates the greatest number of points in each of the Schneider Foods plants during the year. We are pleased to announce five Suggestors of the Year for fiscal 2001.

## Marilyn Near – Courtland Avenue Suggestor of the Year

Marilyn had 12 suggestions accepted. Her many suggestions focused on the Luncheon Slicing Department operations. Three of Marilyn's suggestions resulted in savings of \$254,142 during the first year. All three suggestions involved the use of better fitting orfices on the Tim Hortons product line. Orfices are guides that hold the meat during the slicing process. Better fitting orfices allow the meat to be sliced closer to the end of the log, resulting in less product being sent to rework. Marilyn has been part of Schneider Foods since January 1974 and has worked in the Luncheon Slicing Department since June 1978.

## Corey Robinson – Panet Road Suggestor of the Year

Corey started in the Winnipeg Hot Rod plant in December 1994. He has offered a number of suggestions in the areas of saving on supplies, utilizing the work space more efficiently and switching to suppliers who offer more competitive prices. Corey's suggestions meant a total savings of \$21,218.58 for the company.

## Guy Pfaff – Ayr Suggestor of the Year

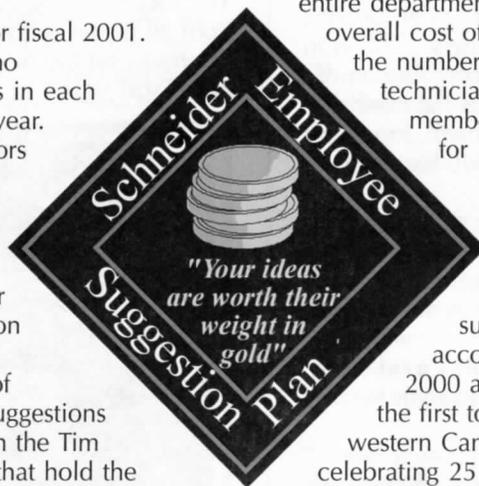
The suggestion was to recapture post glaze and reuse it in the applicator. Guy's suggestion led to a savings of \$48,868 for fiscal 2001. He has been with the



company since April 1992 and has worked throughout the plant from Sanitation to Production over the years. Currently he is working on the fillet line.

## Phandy Bounphasaneu – St. Mary's Suggestor of the Year

Phandy has submitted a number of suggestions, all of which demonstrate his thorough understanding of the equipment he works with. His suggestions ranged from modifications to the circulation belt and tender pullers, to changes to the procedures followed for sharpening blades. He also contributed to some larger suggestions submitted by the entire department. These suggestions helped to reduce the overall cost of the breast meat and tenders by reducing the number of trimmers required. Phandy is a service technician in the breast boning area and a key member of the implementation team responsible for installing the upgraded boning equipment.



## Paul Sorensen – Dawson Road Suggestor of the Year

Once again, Paul was named Suggestor of the Year, having many suggestions in 2001. Paul also accomplished this feat in 2000 and in 1994, being the first to earn this award in western Canada. He is also celebrating 25 years of service with Schneider Foods. His accomplishments include writing the Export program and the new shipping and receiving procedures for Warman Road. Total savings from his suggestions were \$87,601.



Employees qualify for the 500 Club by accumulating 500 points from their suggestions during a fiscal year. The 500 Club winners for fiscal 2001 are:

## Rivlyn Clements, Courtland, Kitchener Highway Tractors

Riv had six suggestions accepted during fiscal 2001. The total savings from Riv's suggestions during the past year were \$90,119. Many of Riv's suggestions were collaborative. The most significant savings (\$73,818) resulted from a suggestion that Riv collaborated with Joe Farago on – a suggestion to use a different supplier for needles for the Langen, a piece of equipment that rotates whole muscle products. Another of Riv's suggestions involved finding a local supplier for hydraulic cylinders, a suggestion he submitted with Wayne Dietrich and resulted in savings of \$14,163. Riv joined the company in October 1971.

### Joe Farago, Courtland, Maintenance

Joe had six suggestions accepted, most of which were collaborative. The total savings from Joe's suggestions during fiscal 2001 were \$139,768. The most significant savings (\$73,818) resulted from a suggestion that Joe collaborated with Riv Clements on – a suggestion to use a different supplier for needles for the Langen, a piece of equipment that rotates whole muscle products. Joe also collaborated with Mike Vogel on a suggestion that resulted in a savings of \$47,404. That suggestion was to fasten a vacuum filter screen, by a hinge, to eliminate the problem of the filter screen coming off during the operation of the Langen machine. This avoids damage to the equipment during operation. Joe has worked for the company since August of 1978 and has worked in the Maintenance Department since 1994.

### Paul Hauck, Courtland, Maintenance

Paul had 22 suggestions accepted during the past fiscal year, resulting in a total savings of \$209,905. All of Paul's suggestions were team submissions, proving Paul to be a highly collaborative worker. Many of the suggestions that Paul was involved with produced significant savings. The largest of which was \$69,431 from a submission made jointly with Alfredo Lozano, Wilbert Gunsch and Douglas Eidt. The suggestion was to extend an index conveyor on the loader in the CWO Department, enabling the product to flow better through the machinery. Paul joined the company in March of 1981, working in the Maintenance Department since 1982.

### Rod Steinman, Courtland, Maintenance

Rod submitted seven accepted suggestions during fiscal 2001. He collaborated with his coworkers on all seven suggestions. The combined total savings that resulted from Rod's suggestions came to \$151,363. The greatest savings resulted from a suggestion that Rod submitted with Pat Murphy and Dave Quast which was to revise, modify and update existing k-p smoke generators to a new digital, state-of-the-art generator. This suggestion produced savings of \$99,471.

### Ken Morris, Courtland, Maintenance

Ken had one suggestion accepted during the past fiscal year and resulted in savings of \$83,439. His suggestion was to replace all motors and drives on the SS Roll Chub machine with AC drives and motors. The upgrade replaced old electrical wiring, improving the process and enabling the company to continue to produce a product and extend the longevity of existing equipment. Ken joined the company October 1974.

### Pat Murphy, Courtland, Maintenance

Pat submitted seven accepted suggestions. He collaborated with his coworkers on all seven suggestions. The combined savings that resulted from Pat's suggestions amounted to \$151,363. The greatest savings resulted from a suggestion that Pat submitted with Rod Steinman and Dave Quast. Their suggestion was to revise, modify and update existing k-p smoke generators to a new digital, state-of-the-art generator. The suggestion produced savings of \$99,471. Pat joined the company and the Maintenance Department in April 1983.

### Dave Quast, Courtland, Maintenance

Dave made 12 accepted suggestions. Many of Dave's suggestions were the result of a collaborative team effort with his coworkers. In total, Dave's suggestions tallied to savings of \$151,363. The greatest savings came from a suggestion Dave, Pat Murphy and Rod Steinman submitted. The suggestion was to revise, modify and update existing k-p smoke generators to a new digital, state-of-the-art generator. The suggestion produced savings of \$99,471. Dave joined the company in September of 1974 and moved to the Smokehouse Maintenance team in October 1999.

### Lorne Kuepfer, Courtland, Packaging

Lorne submitted one suggestion resulting in savings of \$52,680 during fiscal 2001. His suggestion was to reduce labour costs in the downstairs cooler area. Lorne made the suggestion in May of 1999.

He earned a \$5,000 award. Lorne has worked for the company since August 1971 and retired August 2001.

### Wayne Martin, Courtland, Sausage Stuffing

Wayne had seven suggestions accepted during the past fiscal year. One of Wayne's suggestions resulted in savings of \$66,832 during the first year of implementation. His suggestion was that a break assembly be used to stuff and size sausages on the Sizzler Line. Before Wayne's suggestion was implemented, it was a manual process. Wayne has worked in the Sausage Stuffing Department since joining the company in June 1971.

### Ray Seyler, Courtland, C.W.O.

Ray had 16 suggestions accepted during the past fiscal year. The combined total savings from those suggestions was \$38,937. The greatest savings (\$22,678) resulted from Ray's suggestion to reduce labour costs on both pathfinder lines on the p.m. shift. Other suggestions that Ray submitted include keeping a backup supply of two skids of boxes for a new line and reducing stuffing weights on dinner franks. Ray joined the company October 1973 and transferred to the CWO Department in 1990.



The attendees for the Suggestion Awards Luncheon for Fiscal 2001. Front row from left to right: Wayne Martin, Joe Farago, Dave Quast, Marilyn Near, Rod Steinman, and Paul Hauck. Back row from left to right: Fred Harwood, Maurice Busuttil, John Hauptert, Tony Becker, Rick Larose, Dave Rioux, Dave Holowaty, and Don Weimer.

## Supply Chain Operations Sequencing Update

The operations sequencing project (OS) is an extension of the GO (Growth in Operations) projects which address the need to increase product volume of our Courtland Avenue Sliced Meats area, due to strong customer demand. With these studies, recommendations and process improvements in place, the next step is to apply the SCT Advanced Scheduling software to allow us to increase throughput and optimize resource capacity to meet the forecast volumes in our Courtland Avenue – west block.

Currently, our master production scheduling system is not linked to real time data and processing constraints. Daily shop floor production sequencing is being handled manually without the use of any computerized tools to manage over 700 products using shared equipment and flows through various finished goods departments.

Implementation of the software will provide Sausage Stuffing, Smokehouse/Blast, Knockout Temper, Cooler, and Luncheon Slicing with more timely and accurate scheduling information. This will enable our company to increase customer service levels, synchronize interdependent processes, keep work in process (WIP) lean, reduce lead times, improve schedule adherence, and ensure business processes are logically integrated.

Production employees will see little to no change in the paperwork which directs their activities. While our scheduling department will be working with a new state of the art computer system which will allow them to make appropriate scheduling decisions to ensure the right item is in place at the right time.

The project is scheduled to be completed prior to the analysis and design phase of the Supply Chain Program start-up in early February. The next issue of the Dutch Girl in March will provide a summary of how the system implementation went and the improvements which are being recognized.

## Demand Planning

One of the ways of improving our customer service lies in our ability to create accurate forecasts that predict what our production facilities should be making to support the needs of our customers. This project is one of the first two modules of the Supply Chain *iprocess.sct* software solution of SCT. SCT is an American based company with over 30 years experience in supply software and related services for process industries. They have provided their products and services to industries mainly in Food & Beverage, Consumer Packaged Goods, Pharmaceutical and Chemical industries.

The project sponsor is Glenn Norman, National Supply Chain Manager for Planning, Inventory, and Purchasing. The Project Manager is Joe Helm.

The core project team includes:

- Scott Labron, Demand Planning Manager
- Reina Wijanta, Logistics Analyst
- Barb Cooke, Systems Administrator II
- Dave Slichter, Senior System Analyst
- Tom Ludwig, Senior Programmer Analyst
- Jim Fokma, Internal Auditor
- Al Lowrick, Human Resources Manager

Extended team members include:

- Gerry Baronette, Systems Administrator II
- Gerald Dupuis, National Customer Manager - Grocery
- Kevin Schultz, Marketing Manager
- Dale Maksymyk, Director of Customer Development
- Rae-Ann Donnelle, Retail Sales Coordinator
- Greg Crummer, Marketing Manager

The Demand Planning process implementation is in three phases. The first phase will provide the initial development of the processes and architecture for other phases. Our Grocery division is the first to be introduced to this new planning process, followed by Retail and then Food Service. The timeline for the first phase began December 3, 2001, and

will be completed March 29, 2002. The other implementations are planned for completion by September 2002.

The benefits of this new Demand Planning process will be to obtain improved customer service levels, reduced inventory levels and write off and a reduction in manufacturing costs. It will also provide for a collaborative platform for interaction between the various forecasting teams and our customers.

## PAC Update – 90% Complete

A decision was made on Monday, October 15, 2001 to stop the implementation of Geac's Purchasing Module. This was a difficult decision and was based on a review of outstanding business risks identified when the go-live date was reset to February 3, 2002. The reasons to stop the implementation include:

- Difficulty obtaining knowledgeable Geac resources.
- Constrained availability of Application Services and business resources.
- Costs exceeded benefits, given that the Geac purchasing solution was short-term.

Probability of another extension to the go-live date was high due to the number of unknowns. Resource availability would then have been an issue as we ramped up for peak summer activity levels.

A lot of good work has been completed that does not require the implementation of new software to derive the benefits. The team is continuing to implement process design and reporting improvements, as well as completing data clean-up activities.

Thanks to everyone who has participated in or supported the PAC project. The knowledge that we, as an organization, have gained on business processes will greatly benefit us as we prepare for the SCT Supply Chain project.

# A Real World Learning Experience

In early November, the excitement of real world learning drew 30 Grade 11 students from Galt Collegiate Institute and Vocations School to spend an afternoon touring the Quality Assurance Laboratories at Courtland Ave. They had been studying HACCP principles in class, and their teacher, Suzanne Patterson, contacted Schneider Foods requesting a tour of our lab facilities to see HACCP principles at work.

Before demonstrations began, a treat of hot dogs and Oktoberfest sausage was served, which was quickly devoured. One student even managed to pack seven hot dogs away! After lunch, Ian Culley, Senior Microbiologist, and Mike Funck, Senior Chemist, lectured the class on how HACCP forms the cornerstone of analysis in both the microbiology and chemistry labs. Then everyone slipped into lab coats and safety glasses for the highlight of the day – guided, personal tours! Microbiology provided colour-coded petri films of nasty bugs like E. Coli, Listeria and Salmonella, with automated pumps propelling media through the air. Not to be outdone, chemistry retaliated by showing off automated fat extractors and 1250°F protein furnaces, while robotic arms whirred in the background. An amazing time was had by all!

*G.C.I. sketch used with permission of Heritage Cambridge.*

## Galt Collegiate Institute and Vocational School

200 Water St. N.  
Cambridge, Ontario  
N1R 6V2  
Phone: (519) 623-3600  
Fax: (519) 623-6810

Mr. Mike Funck  
Chief Chemist  
Schneider Foods  
321 Courtland Avenue East  
Kitchener, Ontario  
N2G 3X8

November 9, 2001

Dear Mike and Ian

Thank you so much for a wonderful afternoon on Tuesday. What an excellent field trip! It was good for the students to see "real" science outside of the classroom. Back at school, they have had many more questions about how different food safety situations would be handled in the food industry. They are trying to make connections between what we are learning and how the theory is applied in a food plant. The tour really sparked their curiosity!

While the students all enjoyed the lunch, the parts of the trip they have spent the most time discussing are the situations and lab stories that both you and the lab personnel described to them. They were fascinated by the protein analyzer, especially by the temperature of the ceramic boat! They enjoyed watching the robotic pump! A few students have asked if they can bring in food from home to test. They were also very curious about the "stomacher" in the micro lab, and about the dilutions and work that was going on while we were there. And thank you, Ian, for including the Luminometer. It is a great example of "pure science" with a practical application. It is nice for me to be able to refer back to all of these things and tie them in to our lessons.

The handouts that you put together were excellent and provided me with great material for a follow-up assignment. The reading level was perfect! In addition to basic content, I worked in some food safety scenarios. I asked the students to identify the types of food safety hazards, and then to use a HACCP approach to suggest a realistic control point to prevent that hazard. The assignments were extremely thoughtful and well done.

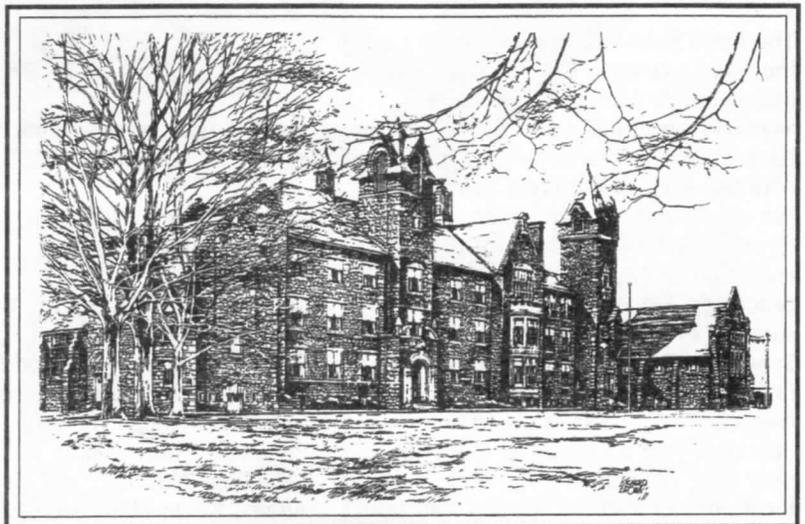
I think the best part of the trip was that it made the students realize how much they have learned – especially when they could apply their chemistry knowledge. It is often difficult to see the usefulness of chemistry outside of the classroom. I really appreciate the time you took to put together such interesting presentations and demonstrations. Thank you again for all of your time and effort! We all thoroughly enjoyed our trip to Schneider Foods and I hope that I can make this an annual part of this science course!

Sincerely,

*Suzanne Patterson*  
Suzanne Patterson



Waterloo Region  
District School Board



Galt Collegiate Institute and Vocational School

Thank you letter from Suzanne Patterson

# Schneider Foods Brings Food Safety Teams' Symposium to Diversey Lever Training Center

Submitted by: Patrick Dodsworth

Food Safety teams from each Schneider Foods facility across Canada were recently hosted by our strategic sanitation partner, Diversey Lever, at their training center in London, Ontario for the first ever Food Safety Symposium.

Patrick Dodsworth, Director of Quality Assurance & Food Safety opened the symposium by thanking both John Hauptert, VP Operations Schneider Foods and Jeff Beresford, VP Food Group Diversey Lever, for their support in this educational outreach program. Welcoming comments by Pat, John and Jeff stressed the serious nature of the work to be done by the Food Safety teams and the support that is required to complete their tasks. The importance of having open and frank discussions of the issues was also stressed; in particular, the need for scientific based risk analysis and prioritization of objectives in all the ready to eat (RTE) areas of each plant. Bill Boylan and Peter Stein of Diversey-Lever followed with a presentation that demonstrated the world wide expertise in technical support for sanitation that is available for Schneider Foods to utilize.

The Food Safety team is comprised of the Plant Manager, QA Manager, Maintenance Manager, Sanitation Manager and Production Supervisor for each location. The two-day symposium afforded each of the Food Safety teams the opportunity to participate in developing best practices for the reduction of bacterial load in RTE processes. Since this was the first time such an event has ever been held by Schneider Foods, it was also the first time many of the individuals responsible for food safety in their operation had a chance to meet not only their counterparts in other locations but also the support staff from the Kitchener location. With 55



During the workshop at the symposium.



The Food Safety Symposium was a great success according to the teams that participated in the first-ever information sharing event.

attendees from 14 facilities, it was the TEAM of TEAMS.

The presenters during the two days were: Patrick Dodsworth, Director Quality Assurance & Food Safety; John Wendell, Food Safety Manager; Larry Mendes, Manager of Sanitation Programs ; Judy Petker, Manager of Labelling, Nutrition and Regulatory Affairs; Kevin Hallman, Quality Assurance Manager; Alan Plazek,

Quality Control Manager; Colleen Gemmill, Quality Process Manager; Debbie Labelle, Microbiology Supervisor, Tom Graham, FSEP National Director for CFIA and Peter Stein of Diversey Lever.

The topics presented covered a wide range of subject matter relative to food safety: Pathogen Reduction Measurement and Intervention Technologies; Online Sanitation

Standard Operating Procedures; Ready To Eat Meat Handler Good Manufacturing Practices; Lethality/Stability Measurement; Sanitation Active Measurement; Food Equipment Design relative to Sanitation; updates to Allergen Project, Mandatory Nutrition Labelling and General Labelling Guidelines; information on product Code Dating relative to traceability in the event of a product recall; Export Standard Operating Procedures; and Supplier/Co-packer Auditing procedures.

During the afternoon of the first day a Food Safety Risk Workshop was held. Four processes were chosen (Sliced Meats, Continuous Wieners, Sausage/Packaging, and Frozen Boxed Bakery Goods) and the various teams aligned themselves to the process applicable to their operation. This vehicle provided an excellent opportunity for dialogue and sharing of information among the various operations. The outcome of that workshop was a Top Ten Risk list for Pathogen Reduction from each process group. It will be these lists, in conjunction with the engineers' facilities audits that will be the basis for this year's strategic planning.

Prior to this workshop, an excellent presentation on *mandatory* HACCP was given to the group by Tom Graham, National Director, Food Safety Enhancement Program, Canadian Food Inspection Agency. Tom directed an extensive question/answer session until all participants were satisfied. Both Schneider Foods Kitchener and St. Mary's locations are pilot test plants for CFIA training for mandatory HACCP. This testing phase has identified the extensive resource planning that will be required by all of our facilities as this new legislative protocol is implemented when mandatory HACCP comes into effect (June 2002).

The second and final day of the symposium opened with an enlightening presentation by Patrick Dodsworth as he demonstrated some of the methods that are being used to scientifically measure the success of each plant in their ongoing battle for continuous reduction in bacterial counts both at start-up and throughout



During the two-day symposium, the exercises created discussion, offered advice and reinforced support among the teams.



production. Pat reminded the group that the hazard begins once the exposed product exits the cooking process and continues through the packaging process to the end of the product's shelf life. Since one can only control what one can measure, Pat stressed the need for a valid baseline in order to accurately measure the success of any intervention technology.

In closing, Patrick Dodsworth stated "the Food Safety objective is that each team has responsibility for their own plant's destiny in bringing forth the issues that require resources for the reduction of pathogens in their facility in a constructive and validated manner." He reiterated that these priorities will then be addressed by senior level Strategic planning to become part of everyone's future business plans.

### McCain Foods completes purchase of Anchor Foods

As part of a three-party transaction, McCain Foods Ltd. has purchased the production facilities of Anchor Food Products Inc. H.J. Heinz Company purchased Anchor's branded retail products business.

According to Gilles Lessard, chairman and CEO of McCain Foods USA, the deal boosted company sales in the U.S. to \$1.5 billion. It also strengthened the company's position in the frozen appetizers market, as well as its frozen potato business.

McCain Foods USA, is part of the McCain Foods Ltd. Canada. The new Foodservice Appetizer Group will produce and market a wide variety of products to the foodservice trade, including Poppers, Moore's, Brew City, Golden Crisp and Anchor.

*Canada's Foodservice News  
Nov/Dec 2001*

### Maple Lodge Farms introduces 100% chicken breast wiener

Maple Lodge Farms has successfully introduced a 100% chicken breast wiener. Bryan Hughes, new product development manager for the Norval, Ont. firm says the product presented specific challenges in the eight months it took to get to market. "We wanted to get the flavour profile and colour just right, we wanted a smoked roast breast flavour, we didn't want to overcompensate with too many spices." The wiener has no MSG or milk proteins and contains only 1.5 grams of fat per serving. National sales are focused on the female demographics, ages 20-26.

*Food In Canada  
September 2001*

### Rox Water Electrolyzer wins award

The Foodservice Consultants Society International (FCSI) awarded the Distinguished Development award to Hoshizaki America, from Peachtree City, GA, for its Rox Water Electrolyzer.

The Rox Water Electrolyzer is a chemical-free method of washing, rinsing and sanitizing food and related items. This process reduces harmful pathogens, viruses and bacteria by 99.9 per cent, making it safe for use on hands, fresh food products, utensils and preparatory surfaces.

FCSI serves the needs and interests of all types of foodservice consultants. The award recognizes innovation in product research, design and development that best meets the needs of the foodservice industry.

*Canada's Foodservice News  
Nov/Dec 2001*

### Canada West Foods to Open New Plant in Winnipeg

Alberta-based Canada West Foods has announced that it is opening a 4,923 square-metre meat processing plant in Winnipeg to supply counter-ready beef and pork to Canada Safeway's 27 Manitoba stores.

The new plant will create 170 new manufacturing jobs in Winnipeg's food processing industry. The hitch is that it will cost 190 Safeway meat cutters and meat packagers their jobs. If the arrangement works out, Safeway may have the Canada West plant supply its meat departments in Saskatchewan and Northwestern Ontario as well.

Canada West Foods is based in Innisfail in southern Alberta. The Winnipeg plant will be the company's third facility. (Another is located in Chilliwack, BC) The new plant is expected to be up and running by the beginning of November and be fully operational by next spring.

*foodincanada.com  
October, 2001*

### Apache Burgers and Schneider Foods celebrate over 30 years together

*Excerpt from Toronto Sun, 2001* — In 1970 when he went to Apache Burgers on his first date, Manlio Bicci didn't realize it would become his second home. Of course, his date Anne ended up being his beautiful bride and since

her dad James Stergiou owned the famous Etobicoke burger joint with friend George Rallis, he became part of the Apache family. On the date he wondered why "we ate for free." Today Manlio, Anne and their son James all still work in the old-fashioned Apache on Dundas St. W. at Kipling, which has since had both McDonald's and Wendy's spring up nearby but still more than holds its own. When Brendan Shanahan was interviewed about what he missed most about home, he said, "Apache Burgers." When the Red Wings won the Stanley Cup, he brought the cup in — as did fellow Etobicoke native Dave Reid, who was on the champion Dallas Stars. And every day somebody stops on their way to the airport to take their memories home. It seems a lot of people had their first date there. "I have been here with two ex-husbands and lots of boyfriends," jokes one woman. "The men come and go but Apache Burgers is always there."

One of our sales managers, George Mueller, found this article and thought it would be of interest to our readers. It highlights Apache's many years in business and shows that Schneider Foods have been supplying the burgers to them since the beginning.

### Call for Single System Meat Inspection

In the wake of the Ontario Provincial Auditor's report, the Canadian Meat Council and federally-inspected Canadian meat companies, representing 95% of red meat processing, have renewed their call for a single system of federally-monitored meat inspection.

The report release by the Ontario's Provincial Auditor focuses on issues that would be resolved by eliminating the provincial system of meat inspection and mandating a national program. "Mandating a federal meat inspection program for all slaughterhouses would eliminate confusion around the dual inspection system and bolster consumer's confidence about the safety of Canadian meat products," said Robert Weaver, general manager, Canadian Meat Council.

*Foodincanada.com  
December 1, 2001*

# Another satisfied customer

Customer service is an important factor in the success of any company and Schneider Foods is no exception. The role of our customer service representatives is to ensure that our consumers are satisfied. They address concerns, answer questions and offer assistance to consumers whenever possible.

Cathrine Qua, Continuous Replenishment Customer Service Representative, is the person who addresses consumers' web inquiries about Schneider products. According to Cathrine, the number of requests filled each week vary, but since 1999 she has dealt with over 350 inquiries. She says one of the most amusing and memorable requests came in a recent email she received from a consumer in Montreal looking for a local store that carries a specific Schneiders product on a regular basis.

**Peter's enthusiastic need for the hot dogs, "that he's just nuts about," sent him on a mission.**

The product was Schneiders Juicy Jumbo Originals. The consumer was Peter Anthony Holden, a radio announcer with CJAD 800 AM in Montreal. Cathrine said that Peter's enthusiastic need for the hot dogs, "that he's just nuts about", sent him on a mission. In his email inquiry, Peter explained that when his local supermarket did not have the frankfurters in stock, he got into his car and headed to six different supermarkets in search of the Juicy Jumbos. Unable to find the right hot dog, he decided to check out Schneider's web site, where he contacted a customer service representative. In his message, he introduced himself as a "major fan of (Schneiders) product," explained the situation and asked where he might find the product. With skepticism, Peter sent the email and figured he'd never hear from them again.

Within two days, Cathrine not only responded to Peter's inquiry with the address of a local store that carries

Cathrine Qua, Continuous Replenishment Customer Service Representative, has been answering consumers' inquiries for five years, and admits that Peter Anthony Holden's request was the most memorable.



Schneiders Juicy Jumbos on a regular basis, but also notified him that the product was on sale that week. Without delay, Peter checked out the store and found the product at a great price too! In a thank you email to Cathrine, he said he bought eight packs and once in the checkout line, the person behind him said "gee, they must be good if you're buying so many." Before Peter could respond, the cashier piped up and said, "yeah, they're great!" This

prompted the lady behind him to pick some up herself. Peter was so impressed with the efficient and helpful response from

Cathrine, that he retold the entire five minute story to his listeners. "I commended Schneider Foods for the way they take their consumers questions very seriously and by using their web presence properly to actually respond to questions," Peter said during the radio clip. Cathrine admitted that the best part of her job is the positive feedback from consumers and that Peter had the most unique feedback by sending her the clip from his radio show where he raved about the "product he's hooked on". With Cathrine's help, there's another satisfied customer.



**Peter was so impressed with the efficient and helpful response from Cathrine that he retold the entire five minute story to his listeners.**



## Canadian Federation of Independent Grocers (C.F.I.G.) awards



Best Exhibit Award in Multi-Exhibit Category at 2001 C.F.I.G. Convention.

At the C.F.I.G. Annual Convention, Schneider Foods sales team was awarded with several prestigious honours. Part of the convention is the Grocery Innovations Canada Trade Show. This year, Schneider Foods' display booth took top prize receiving the Best Exhibit Award in the Multi-Exhibit Category. Congratulations to the team that made it happen:

**Sales Managers:** Cliff Brown, Chris Cleary, Mike Schattner, Dave Simon

**Customer Sales Managers:** Tom Eason, Matt Kearns

**Customer Sales Reps:** Gary Dupuis, Warner Gottwald, Mike Guil, Eric Huisman, Craig Jamieson, Tim Josslin, Mick Lambert, Sandra Lendvay, John Lima, Chuck Maier, Enzo Marchetta, Judy McGrath, John O'Brien, Vince Tedesco, Steve Veronyak, Brad Walden

The Grocery Innovations Canada Trade Show had 755 trade booths and the freezer companies represented there willingly filled their freezers with Schneider Foods packaging so we had our outstanding booth along with Schneider products in freezers throughout the Metro Toronto Convention Centre. That's product merchandising with punch!

Our award winning booth focused on our new Hot Stuffs™ with samples available throughout the 3 days of the show. Members of the sales team served up 3-4 thousand samples and were rewarded with great comments coming back. The sampling was double our best ever results. Also on display in the booth were the new line of Michelina's Bowls, Hot Rods, Fully Cooked Bacon, Lunchmate 'Pankakes' and 'Waffls', 1890 Heritage Sliced Meats and Peperettes.

Our new Hot Stuffs™ commercial was played continuously as well as a CD-ROM presentation of our capabilities for putting together Great store level displays.

Other awards followed which reinforce the importance of excellent merchandising as a competitive edge in the sales tool kit.

At the Canadian Independent Grocer of the Year Awards ceremony, the following Schneider Foods Sales Reps along with their stores received an award of merit in the 2001 Master Merchandiser Program:

**Gary Dupuis**, North London IGA, Won – perishables section

**Chuck Maier**, Tony's Food Basics – Hamilton, 1st Runner Up

**Jack Lanthier**, St. Catharines IGA, Won – Cross Merchandising

**Pat Sutherland**, Southview IGA, 1st Runner Up – Cross Merchandising

These four sales reps not only produced outstanding merchandising programs for their specific store, they also had to complete a lengthy submission for the awards program and all demonstrated the kind of effort that leads to success.

Following are a summary of what each rep had done:



**Gary Dupuis**

Large posters promoted the 2nd annual YMCA YWCA Send a Kid to Camp event held at North London Garden Market IGA as part of Gary Dupuis' master merchandising program there.

- Used flyers to announce the promotion which were circulated to over 40,000 homes. Ran a high profile B.B.Q. fundraising event with radio station Q97.5 and a special appearance by Schneiders Juicy Jumbo elephant.
- A special appearance by Melanie Paterson and her car racing crew allowed customers to see her race car, pick up an autograph and some Hot Rod tattoos and balloons for the kids.

*continued on page 17*



continued from page 16

- A coupon was printed so that the customer could add \$2.50 directly to their grocery bill to support the Send a Kid to Camp campaign which raised over \$4,500.00 and for the cashiers who sold the most coupons, a chance to win a YMCA/ YWCA membership.
- Used a B.B.Q./Camping theme throughout the Meat department including a display of the tent, Juicy Jumbo rafts, Hot Rod inflatable chair (some of the Enter to Win prizes) as well as extensive cross merchandising within all store departments.



**Chuck Maier**

Susan Woodrow and Kate Carrocci teamed up together under the orange and blue Schneider Foods gazebo. Susan was busy demonstrating Schneiders 1890 Heritage Sliced Meats while Katie had the opportunity to greet customers and inform them of the Big Brothers program.

- Ran a high profile B.B.Q. fundraising event with radio station Y 95.3, and Big Brothers over 4 days which together with in-store fundraising raised a total of \$2,606.00 for Big Brothers of Burlington, Hamilton & Wentworth.
- Orange & blue balloons ran the length of the store aisle and 60 feet of refrigerated and frozen display space was utilized. Custom banners and signs were highly visible from the entrance of the store to the

counters where our featured products were attractively displayed

- Both ends of the display were used to create a Meal Centre Theme – one devoted to Kids and the other to Meal Solutions
- Cross merchandising with other C.F.I.G. sponsors
- Two fabulous Enter to Win consumer promotions: one to spend a day with the Hamilton Tiger Cats and the other to be a co-host on the Stu Jefferies Morning Radio Show.



**Jack Lanthier**

The St. Catharines IGA believes Schneiders products go well with everything and with Jack Lanthier's help set out to show the many cross merchandising opportunities our products present in-store. In the photo above, Schneiders Pre-Cooked Bacon, Sizzlers, Peamealed Bacon, Skillet Sausage and Ham Steaks are well placed with eggs and orange juice.

- Using the promotion theme: Sizzling Backyard Savings, the store was set up with lots of consumer attention grabbing displays. The Salvation Army was chosen for the store's fundraising efforts.
- Schneider's goes well with everything, Jack and store crew built ten separate displays tying in Bacon, Eggs, Sausage, Ham, Potatoes and on and on...
- In these displays they tied in Schneider's products appropriately, for instance Schneider's Mini Sizzlers with minute maid orange juice, Schneider's chicken nuggets with French fries, and what better than bacon and eggs.

- Hot Rods! They placed Schneider's Hot Rod's through the store on any snack displays. Hot Rods go with everything.



**Pat Sutherland**

Used the title, "Campfest" to create as much excitement as possible about the 2 weeks leading up to the May long weekend – the first camping trip of the season for many people. Adding 'fest' to the title gave the promotion a sense that there was a large event happening.

Many merchandising techniques were used to create a camping setting. For example, green turf, artificial and real plants, Tiki Torches; Fire pit with real rocks and logs; Fake flames; log seats that looked like tree stumps; plastic squirrels; tent, lawn chairs; Coleman stove and cooler; Fishing rod and tackle box; sleeping bags near the fire; table and camping utensils; wiener cooker forks and custom signage.

Use of JJ, our elephant mascot: created a lot of excitement for the kids and the parents. JJ handed out Schneiders helium filled balloons with a treat attached to each and loaded up a basket full of Juicy Jumbos and Grill'ems and went around the store handing out the products with coupons. JJ sold a cart full – 72 packages and was a great excitement provider at the fundraising portion of Campfest.

\$1,200 was raised toward Grande Prairie Christian School Grade 8 Graduation Camping Trip. Buzz was created by specialized signs for the store, by the cashiers who told the customers about the Campfest Promotion, through a road side sign advertising the store promotion and the help of both local radio stations (97.7 FM and 93.3 FM).



**This Category Just Keeps on Getting Better and Better – All Varieties are in the top 30 frozen portable meal SKUs after only 12 weeks of shipping!**

**EGGSellent Anytime!**



Schneiders Hot Stuffz™ have some Eggsellent news. Four new egg-based Hot Stuffz™ were launched across the major retail grocery stores in October. This brings the number of products in our frozen portable meals category to 13 unique flavours for any time of the day eating!

The introduction of the egg-based Hot Stuffz™ enabled the Marketing Manager responsible for the category, Rita Weigel, to provide Canadian consumers with hot breakfast products. Here are some the facts about egg consumption:

**Canadians love eggs**

- Per capita, they eat more than 182 eggs annually.
- Eggs are seen by Canadians as healthy and nutritious
- Eggs are eaten all day.
- As a category, Eggs rank #14 in grocery dollar sales, larger than categories like ice cream and laundry detergent. Egg volume sales in Canada are growing.
- The “Frozen Breakfast” category ranks #72 in grocery dollar sales. This category consists of sweet products, like pancakes and waffles. Frozen convenience protein-based breakfasts (i.e. eggs) are virtually nonexistent in Canada.
- Eggs have the highest quality protein of any food.
- Taste panels confirm that new Eggs Hot Stuffz™ from Schneider Foods are great tasting and have all-family appeal.



*Continued on page 19*

# Here are the new Eggsellent Hot Stuffs™



**Three Cheese Omelet:** Scrambled eggs in cheddar, mozzarella and swiss cheese sauce with onions, in a soft bread crust seasoned with mustard, topped with shredded cheddar cheese

Energy	319 Cal/1330 kJ
Protein	11 g
Fat	11 g
Polyunsaturates	1.0 g
Monounsaturates	3.4 g
Saturates	4.6 g
Cholesterol	124 mg
Carbohydrate	44 g
Sodium	807 mg
Potassium	131 mg

**Percentage of Recommended Daily Intake**

Vitamin B1 (Thiamine)	20%
Vitamin B2 (Riboflavin)	31%
Vitamin B6	9%
Vitamin B12	34%
Calcium	12%
Iron	18%
Zinc	14%



**Eggs & Bacon:** Scrambled eggs, bacon, cheddar & mozzarella cheese and onions, in soft bread with hash brown potatoes

Energy	317 Cal/1330 kJ
Protein	13 g
Fat	13 g
Polyunsaturates	1.2 g
Monounsaturates	4.1 g
Saturates	5.1 g
Cholesterol	118 mg
Carbohydrate	37 g
Sodium	806 mg
Potassium	166 mg

**Percentage of Recommended Daily Intake**

Vitamin B1 (Thiamine)	22%
Vitamin B2 (Riboflavin)	23%
Vitamin B6	26%
Vitamin B12	19%
Calcium	10%
Iron	16%
Zinc	16%



**Eggs Ranchero:** Scrambled eggs with salsa and cheddar & monterey jack cheese sauce, in a soft bread crust with green peppers, sprinkled with cornmeal

Energy	299 Cal/1250 kJ
Protein	10 g
Fat	11 g
Polyunsaturates	1.0 g
Monounsaturates	3.4 g
Saturates	4.4 g
Cholesterol	99 mg
Carbohydrate	40 g
Sodium	795 mg
Potassium	175 mg

**Percentage of Recommended Daily Intake**

Vitamin B1 (Thiamine)	27%
Vitamin B2 (Riboflavin)	12%
Vitamin B6	24%
Vitamin B12	18%
Calcium	10%
Iron	18%
Zinc	13%



**Western:** Scrambled eggs, smoked ham, green peppers, cooked bacon, onions and cheddar cheese sauce, in a soft bread crust with red peppers, topped with shredded cheddar cheese

Energy	299 Cal/1250 kJ
Protein	12 g
Fat	11 g
Polyunsaturates	1.2 g
Monounsaturates	3.5 g
Saturates	4.5 g
Cholesterol	118 mg
Carbohydrate	38 g
Sodium	726 mg
Potassium	150 mg

**Percentage of Recommended Daily Intake**

Vitamin B1 (Thiamine)	33%
Vitamin B2 (Riboflavin)	19%
Vitamin B6	29%
Vitamin B12	16%
Calcium	8%
Iron	20%
Zinc	14%



Another innovation in the category is the Suitable for Vegetarians Symbol on the following packages:

- Three Cheese Omelet
- Eggs Ranchero
- Four Cheese Italian

We can expect to see more products for the vegetarian consumers!

The key features of all Schneiders Hot Stuffs™ apply to the new products:

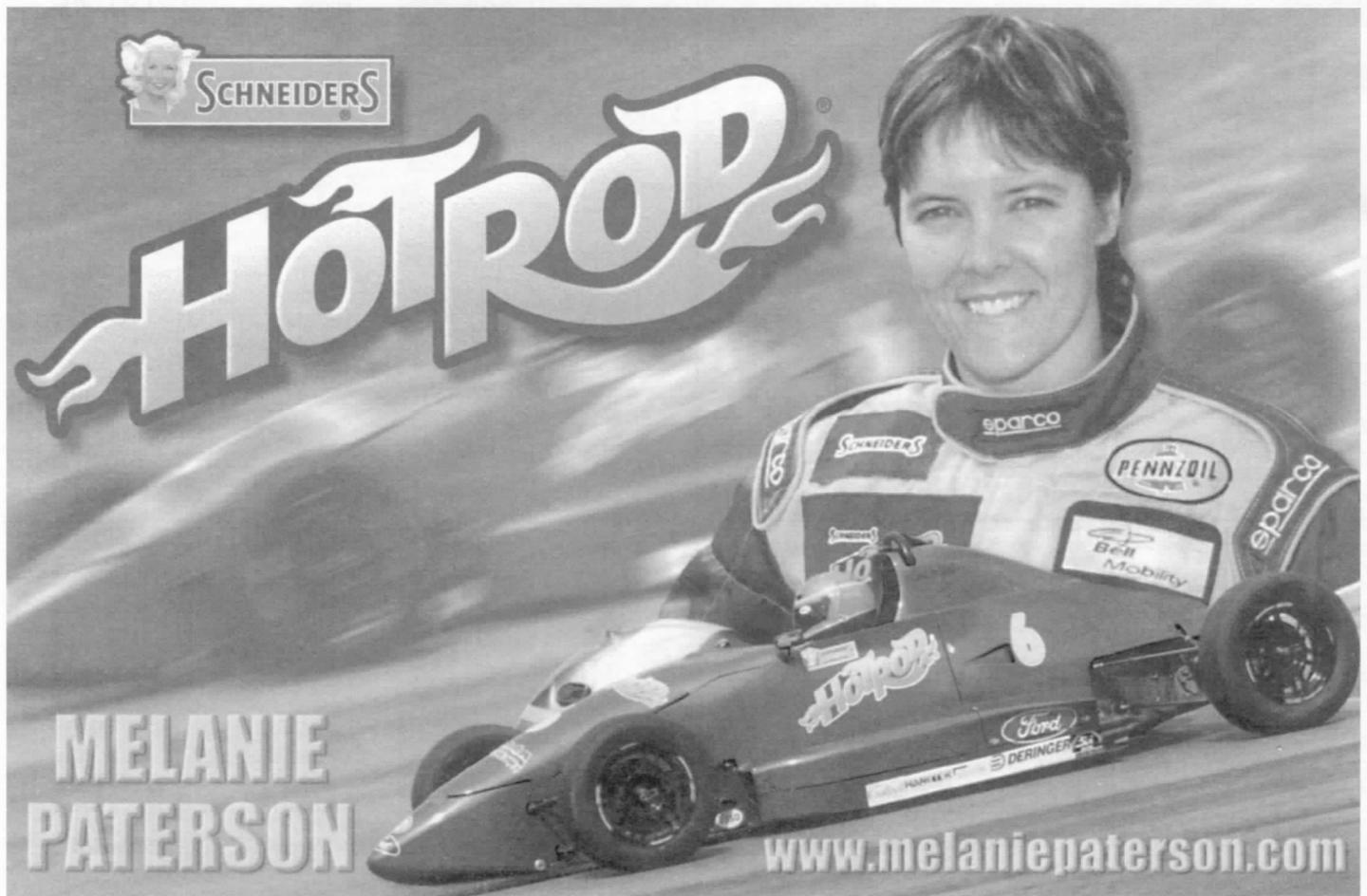
- Quick-to-prepare
- Easy-to-prepare
- No cleanup, not even a fork
- Ultra-convenient
- Suitable for snacking, grazing, any meal time.
- Eat at your desk, dine in your vehicle – Hot Stuffs™ are suitable for any setting.
- Better Nutrition and quality
- Wide variety of familiar foods
- Multi-Sensory eating experience provided
- Flavoured breads
- Truly microwaveable
- Larger, more satisfying portion than most existing brands.
- An alternative to pizza.

To sum it up, as you'll note in the new television commercial,

**“They’re Hot, Hot, Hot!”**



# Be Prepared for Winter Driving



*Melanie Paterson*  
Professional Race Car Driver

Schneiders Hot Rods was the proud sponsor for Melanie Paterson for the 2001 Canadian Formula Ford Championship season. Overall, the team had a very successful season and garnered a lot of media attention along the way. The Formula Ford Championship is Canada's only Professional road racing series and includes a series of eight races, which take place across Canada and Quebec. Melanie is a partner in Driving Unlimited, a national company that specializes in advanced driver training as well as the introduction of new product lines for automotive manufacturers. She is also an automotive journalist and conducts car care clinics for women and now she is going to share some of her expertise with our readers as she talks about safe winter driving.

Since it is the winter season once again, it is time for a little reminder for us all not to ignore our vehicles. When the cold and snow sets in, it is a general trend that we seem to forget about our cars until the spring. Proper vehicle maintenance, however, can make the difference between an enjoyable winter and many stressful driving experiences.

According to the CAA, most reported incidents during the winter months are due to improper maintenance and could have been easily prevented. What is the number one area we all tend to forget about? Our tires. Tires tend to get ignored in the winter, because it is just too cold to get out of the car – and who wants to get their gloves and clothes covered with road salt while checking tire pressures?

The tires are the only contact with the road surface and under-inflation is the main cause of blowouts. Tire pressures vary with temperature – approximately 1 PSI is lost for every 10° Celsius drop in air temperature. That means that 28 PSI in July is not 28 PSI in January. Checking tire pressures at least once a month is the best way to ensure proper tire pressures all year round.

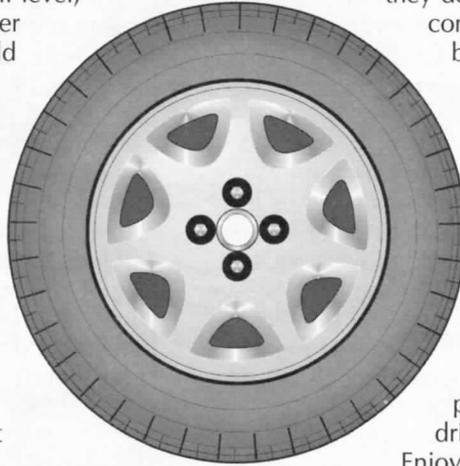
Tire wear is also something we tend to ignore. Even though your tires seem to have adequate tread, it is still possible that your vehicle may not be gripping optimally in the snow. Tires are built either for performance or for tread life – not both. The rubber compound that is used for high tread life tires is noticeably harder than a performance tire and, although the tread may look fine, that rubber will harden over time,

*continued on page 21*



producing a tire that does not grip the road as well as it did when it was new. With all the advancements in tire technology lately, it may be the right time to look at a new set of tires for your vehicle.

When the weather gets cold, many people also stop checking their oil – some don't even open their hood all winter! You should make it a habit to regularly check your oil level, automatic transmission fluid (if applicable), power steering fluid, brake fluid, coolant and windshield washer fluid at least every few weeks. Most of these are just easy visual checks that don't require even removing your gloves. It is just common sense to keep your washer fluid topped up, for instance, so that you don't discover that you are out of fluid just as you become stuck behind a truck on the highway. Staying aware of your fluid levels is also a good way to make sure there aren't any leaks – which could be easily caused by packed snow loosening hoses. If you have a garage or dealership that does your work, make sure to schedule some regular appointments throughout the winter.



As for driving techniques in the winter, inclement weather driving requires more attention than normal as well as more patience. Driving in slippery conditions requires you to be very smooth with the controls such as steering wheel, accelerator and brake pedal to keep the car well balanced. All wheel drive vehicles and 4x4 vehicles have an advantage gripping the road during acceleration, although they do not have any advantage when it comes to stopping. Contrary to popular belief, vehicles with all wheel drive or anti-lock brakes will not stop more quickly than vehicles without those systems. To avoid any potential incidents, make sure to drive with awareness and try to leave at least a two second following distance between you and the cars in front.

Winter driving conditions are nothing to fear if your vehicle is properly and safely prepared and is driven with concentration and care. Enjoy the winter.

## Back-to-school consumer promotion "Richard Petty Driving Experience"



Tammy Taylor with her children, Elora and Eric, and husband Rob Mulligan are looking forward to some fun in the Florida sun this winter.



The lucky winners with Maxine Kubiseski, Marketing Manager, left, and Ken Jank, National Customer Manager, A&P, right.



The Hot Rod Back-to-School promotion was quite a success!

There were 5,474 Sweepstakes entries in the contest. The Grand Prize was a *Richard Petty Driving Experience for 2 and Disney World Park passes for 4*. The draw was held in Paris, Ontario on November 5, 2001 and the lucky winner was Tammy Taylor of Oakville, Ontario. Tammy, her husband Rob Mulligan and their children, Elora and Eric, will be enjoying a great family vacation in Florida this winter.

# Get and Stay Healthy in 2002

Submitted by: Debbie Schwartzentruber

Each January, at the dawn of another year, we make our resolutions to stop this (smoking) and start that (exercising) and put those (chocolates) forever aside. With great passion in our hearts we are certain that indeed, this year, we WILL do it – whatever it is. Unfortunately, by late January many of us have forgotten what the resolutions were, much less that they ever existed.

Does this mean we are hopeless sloths or devoid of willpower? Behavior modification experts would tell us that, in fact, we are very normal. What then can be done to assist us in becoming what we long to be instead of what we are? At Schneider Foods, we currently have 12 Courtland Avenue employees facing those questions head on - and some of them are winning the fight!!! Fitness Frenzy is a six month fitness promotion to move these employees through the steps of change and put them on the path of permanent lifestyle changes. The goal of fitness frenzy is to take several employees through a process – not to lose weight or beat the other guy – but to establish permanent lifestyle habits and a positive approach to getting and staying in shape. The process of change actually has several very distinct steps. Most of us with New Years resolutions stop at step one.

**Selecting a goal.** We are all good at selecting goals – many of them unrealistic and impossible to reach as some want to look like supermodels by July yet still join their friends at Tim Hortons and eat the doughnut they said they wouldn't, so they give up then and there. We further reinforce this negative behavior by berating ourselves into shame and humiliation and convincing ourselves that we are hopeless failures.

**Observe my behaviours.** We need to ask questions like: why do I have to have a doughnut? What makes me give up when faced with a healthy choice vs. a poor choice? And in fact, why should I beat myself up if I am eating healthy 95% of the time and today I had a doughnut? Look at why you do the things you do. Become conscious of your actions and change only one or two things at a time. Last year I cut the cream out of my coffee – it was awful. I loved my cream but that meant I was getting almost 90 fat calories in each of my 3 or 4 cups a day. That adds up to big numbers on the scales in a year! It took me three months to “get over it” but now I have beat something that could have added several unnecessary pounds per year and now I can work on something else.

**Make a plan for change.** If you don't plan it, you won't do it. How are you going to make sure you exercise? Who will drag you to the gym on days you don't want to go (which of course if you don't plan to join it may not happen either)? What will you do when the day gets too busy? How will you reward yourself for losing those folds of fat? The possibilities are endless, maybe treat yourself to a new outfit or a weekend away. WHAT IS YOUR PLAN???. Find reliable reinforcers for your plan. For example, take pictures, make

sure they are significant reminders to show you how great you are and not how far you still have to go. Set realistic, short-term goals to reach your final goal. It is important to remember that in fitness and wellness the goals don't end. Today is just the beginning of the rest of your healthy life!!! Every day, every year, we will not get older – we will get BETTER!!! If you don't anticipate the problems, you won't be ready for them. Here at work, we strategically plan and set objectives and meet them diligently. We need to set objectives for our personal goals as well.

**Readjust the plan.** You did what? You had a smoke? What a failure! You might as well give up! *Wrong!!!* You need to admit you made a mistake, examine why and keep moving in the right direction. Don't set a new starting date or say “next Monday I will stop again.” Instead determine that you will stop again right now! And do it!!

**Maintain the desired behaviour.** Establish the habits of healthy living and make them part of your daily routine. It's important to make sure these changes stick. One way to ensure that you maintain the behaviour is by designating specific three month intervals on your calendar to reevaluate your lifestyle and the goals you have set. This is a time for you to measure how far you've come in achieving your goals or if you have succeeded, then it's a time to set new goals to work towards. It may be difficult in the beginning to follow your plan, but the more times a behaviour is repeated, the easier it becomes. This means you may have to force yourself to go to the gym or refrain from eating that doughnut at first, but eventually you'll notice the benefits of your healthy choices and feel really good about yourself. This feeling will make it easier for you to stick to your plan.

While you are working at your own healthy lifestyle, keep an eye out for the 12 participants at the Courtland facility. The photos show they have been sweating it out at the gym. Watch for displays in the main hall at the Courtland Avenue location and give the group some positive reinforcement. By February, they will have been at it for six months. They may also be looking to you for donations to United Way because the fitness gains they make will be broken into increments for pledges to help someone else. So it's time to stay or get healthy in 2002!

**HEALTH**  
**SERVICES**  
C · O · R · N · E · R



The fitness frenzy group (from Courtland Avenue) participate in regular fitness routines at Good Life Fitness Club. They began the fitness promotion with precise training and complete instruction on how to use the equipment properly to avoid any injuries. They are having fun while getting fit.



The members learn about the importance of safe exercising.



Don Winsor gives his leg muscles a good workout while an instructor offers tips.



Don Winsor and Sharon Gooden-Green listen closely to the instructor.



Some members of the fitness frenzy group are Stewart Campbell, Don Winsor and Sharon Gooden-Green.



Looks like Sharon Gooden-Green is really having a good time working out.



A Good Life instructor shows Don Winsor how to operate the equipment.

## Is it a Cold or the Flu?

Symptom	Cold	Influenza
Fever onset,	Rare	Usual high fever (102°F/ 39°C - 104°F/ 40°C) sudden lasts 3-4 days
Headache	Rare	Usual, can be severe
General aches and pains	Sometimes, mild	Usual, often severe
Fatigue and weakness	Sometimes, mild	Usual, severe, may last 2-3 weeks or more
Extreme Fatigue	Unusual	Usual early onset, can be severe
Runny, stuffy nose	Common	Common
Sneezing	Common	Sometimes
Sore throat	Common	Common
Chest discomfort, coughing	Sometimes, mild to moderate	Usual, can become severe
Complications	Can lead to sinus congestion or earache	Can lead to pneumonia and respiratory failure, can worsen a current chronic condition, can be life-threatening
<b>Prevention</b>	Frequent hand washing	Annual vaccination and frequent hand washing

(Source: Canadian Medical Association)



## 4,315 years of service a powerful statement of employee contribution

At this year's 25 and 35 Year Anniversary Celebration Dinner, the magnitude of Schneider Foods employees' contribution of service to the company was evident to the large group who attended the dinner. The 2001 celebrants represent 4,315 years of service combined and the honour roll of who comprises this group can be found on the next page. In the 25 year group, 132 employees achieved this quarter century milestone. There were 29 employees with 35 years of service this year.

The presentations were made by President and CEO, Doug Dodds and Vice President of Operations, John Hauptert, to each recipient before a festive crowd at Golf's Steakhouse in Kitchener. Employees at the dinner had some great comments to make on the evening and they are reprinted below.



On far right of photo, Diana Johnson looks to Peggy Zehr, her sign interpreter as she is presented with her gift for 25 years of service by Doug Dodds.



John Hauptert speaks of Marlene Warner's 25 years of service at the Ayr plant while Doug Dodds looks on.

"The service was excellent."

"This event was well-organized."

"We really enjoyed ourselves."

"This was a world class event."

"We're glad we came to it."

"This celebration was like a movie, everyone played a good part and it turned out so well."



On far right, Bernie Fitzmaurice, a 35 year recipient joins his wife, Mary in applause for the next recipient on the stage.



John Hauptert's remarks about Larry Stecho's 35 years of service brought a good-natured laugh from Doug Dodds and Larry Stecho.



Doug Dodds comments on Bente Foster's 25 years of service as John Hauptert looks on.



Kevin Hill, a 25 year recipient is congratulated by Doug Dodds.



John Hauptert provides a profile of Sheila Heimrich, a 25 year recipient as Doug Dodds presents her gift to her.



# The 2001 Recipients of 25 and 35 Year Milestones

## 25 Years of Service

Louis Altman  
Nick Altmayer  
Antonio Amorim  
Stephen Anderson  
Heather Anstett  
Terry Anstett  
Reginald Anthony  
Milan Augustinovic  
Richard Baril  
Ruth Becker  
Walter Becker  
Andrew Bielawski  
Ann Birley  
Rheal Bourque  
Judith Bowman  
Sandra Boyd  
Paul Brazeau  
Ian Bremner  
Mike Burkhart  
Florinda Cardoso  
Jean-Claude Chabot  
Jean Charles  
Jack Coleman  
Ben Cook  
Sheila Cox  
Marcelino Da Costa  
Manuel Da Silva  
Fernando De Barros

Roger Dietrich  
Fred Dillon  
Dan Dobson  
Harold Dost  
Wayne Erb  
Herman Eykens  
Joao Fernandes  
Alan Fewkes  
Ted Fewkes  
Ricky Fewster  
Michael Fischer  
Bob Fitzpatrick  
Donald Flynn  
Bente Foster  
Eduardo Gaspar  
Rosemary Geisel  
Mark Goleff  
Michael Goodyear  
Gordon Gorzen  
Nick Gramozis  
Darryl Gray  
Boyd Greenfield  
David Gregory  
Mark Gresko  
Clarence Hancock  
Mark Hanley  
Bill Hannon  
Willard Harron

Sheila Heimrich  
Clemence Herron  
James Herteis  
Franklin Hill  
Kevin Hill  
Michael Holden  
Robert Holmes  
Donell Holst  
Diana Johnson  
Ray Karp  
Patrick Kirby  
Andrew Kotowski  
Robert Kress  
Gary Kropf  
Doreen Lambert  
Gerald Langevin  
John Laronde  
Paul Leblanc  
Daniel Leis  
Edward Leis  
Steve Leis  
David Letson  
Ken Levinsky  
Stan Maciaczyk  
Brian Majaury  
Shawn Maxwell  
Nikola Miladin  
Gary Miller

Ronald Mosburger  
Glenn Mueller  
Antonio Nunes  
Cynthia Nutt  
Dale Poll  
Stanley Psutka  
Dale Reist  
George Reist  
Heather Riche  
Jorge Rocha  
Francisco Roma  
Terry Ronnenberg  
Wade Ross  
John Sachs  
Douglas Salm  
Pedro Santos  
Kenneth Schaak  
David Schanzenbacher  
Tom Schanzenbacher  
Tom Scheifley  
Douglas Schmidt  
Greg Schneider  
Elizabeth Schuster  
Robert Sichewski  
Americo Silva  
Wilma Skipper  
Blaine Sloat

Debbie Smither  
John Smythe  
Dan Snider  
Paul Sorensen  
Bob Spaetzel  
James Spaetzel  
Dragutin Specic  
Petar Stefanac  
Reinhold Szedetzki  
Rennie Taylor  
Michel Thibault  
Emilie Totzke  
Gordon Vavasour  
Nick Vicic  
Gilbert Vieira  
Michael Wagner  
Michael Walsh  
Crystal Ward-Nicholson  
Marlene Warner  
Keith Willson  
Michael Wilson  
Herta Winter  
Roy Wintermeyer  
Robert Wynowsky  
Tom Zarzycki

## 35 Years of Service

Douglas Barker  
David Disley  
Bruce Eckert  
Judith Farwell  
Bernard Fitzmaurice  
Grant Frederiksen  
Kenneth Heibein  
Joseph Hipperson  
Peter Danial Holtz  
Garry Kocher  
Murray Laycock  
Joanne Lobsinger  
Lummie MacGibbon  
Robert McClelland  
Gabriele McGlynn  
Robert Mueller  
Blair Nowe  
Dennis Osland  
Dennis Ott  
Jack Schaaf  
Robert Schiedel  
Peter Schmitz  
Anthony Schulde  
Larry Stecho  
Bruce Steinmann  
Clifford Stevens  
Wolfgang Teschke

You  
play an  
**important**  
part



# Anniversaries

40 YEARS

35 YEARS

30 YEARS

25 YEARS



Wilfred Fischer  
Export department  
Courtland  
November 6



Kenneth Heibin  
Sausage Stuffing  
Courtland  
October 3



Bruce Steinmann  
Kitchener Highway  
Tractors  
Courtland  
October 3



Scott Auringer  
National Distribution  
Mgmt  
Winnipeg Whse  
November 1

Photo unavailable for:

Daniel Bogaert  
Kitchener Interplant  
Courtland  
October 25

Clifford Brown  
Reg Mgr Ont  
Independents  
Argentia Office  
October 4

Henry Hehn  
Inactive  
Courtland  
November 15



Louis Altman  
Hatchery Office  
Hanover  
October 20



Joao Fernandes  
Sausage Mfg  
Courtland  
October 25



Peter Holtz  
Kitchener Highway  
Tractors  
Courtland  
October 24

Photo unavailable for:

Douglas Barker  
Specialty Sausage  
Maintenance  
Courtland  
October 17

Dennis Osland  
Wieners  
Courtland  
October 3



Rivlyn Clements  
Kitchener Highway  
Tractors  
Courtland  
October 4

Reinhart Kuenzler  
Garbage  
Courtland  
December 6

Leroy Miller  
Smoked Meats Prep  
Courtland  
November 8

Earl Reist  
Smk Meats &  
Stuffing Mgmt  
Courtland  
November 8



Nick Altmayer  
Sanitation Wiener  
Process  
Courtland  
November 15



Michael Fischer  
Order Fill Afternoons  
Courtland  
October 18



Jack Schaaf  
Maintenance Mgmt  
Courtland  
October 3



Manuel De Melo  
Luncheon SI  
Courtland  
December 13

Keith Roberts  
Saus Mfg Mgmt  
Courtland  
November 10

James Sloat  
Sausage Mfg  
Courtland  
October 19



Florinda Cardoso  
Luncheon SI  
Courtland  
October 18



Bente Foster  
Luncheon SI  
Courtland  
October 18



Robert Schiedel  
Wieners  
Courtland  
October 3



Bernardino Reis  
Luncheon SI  
Courtland  
October 12



Sheila Cox  
Research &  
Development  
Courtland  
November 1



David Gregory  
Manager  
of Performance  
Measurements  
Courtland  
October 18

# Anniversaries

## 25 YEARS

## 20 YEARS

## 15 YEARS



Willard Harron  
Sausage Cook  
Courtland  
November 15



Greg Schneider  
Corporate  
Engineering  
Courtland  
November 29



Gilbert Vieira  
Packaging  
Courtland  
October 11

Marcelino Da Costa  
Wieners  
Courtland  
October 18

Bill Hannon  
Temp Control Mgmt  
Courtland  
October 19

Andrew Kotowski  
Saus Mfg Mgmt  
Courtland  
October 18

David Letson  
Kitchener Shunt  
Drivers  
Courtland  
October 24

Gerald Langevin  
Inactive Salaried  
Courtland  
December 13

Brian Majaury  
Luncheon Mgmt  
Courtland  
November 15

Heather Riche  
Inactive Wieners  
Courtland  
October 18

Francisco Roma  
Luncheon SI  
Courtland  
December 6

Nick Vicio  
Packaging  
Courtland  
October 25

Robert Wynowsky  
Engineering  
Refrigeration  
Courtland  
October 4

Photo unavailable for:  
Antonio Amorim  
SMP Sanitation  
Courtland  
November 16

Stephen Anderson  
Wieners  
Courtland  
November 22

Walter Becker  
Garage Washup  
Courtland  
December 6



Carol I. Conrad  
Retail Sales Western  
Canada  
Calgary  
October 20



Joanne Foster  
IQF  
St. Marys  
October 30



Dave Phillips  
Wieners  
Courtland  
October 14



William Reeve  
National Supply  
Chain Manager -  
Distribution  
Courtland  
October 1



Jose Silva  
Inactive Floaters  
Courtland  
November 23

Photo unavailable for:

Blaine Eaton  
Fresh Pork Sausage  
Courtland  
October 13

Eddy Roy  
Commande St.  
Anselme  
November 2

Vidalia Silva  
Inactive Floaters  
Courtland  
November 9



Michelle Carrick  
Winnipeg Office  
Sales  
Panet Road Wpg  
November 23



Gaby Cordeiro  
Argentia Sales  
Admin  
December 15



Sharon Forrester  
St. Marys Breast  
Boning  
November 17



Margaret Jeske  
Programming  
Services  
Courtland  
November 10



Donell Holst  
Sausage Stuffing  
Courtland  
November 15



Wilma Skipper  
Packaging  
Courtland  
October 18



Crystal Ward-  
Nicholson  
Credit & Claims  
Courtland  
November 15



Ken Levinsky  
Order Fill Afternoons  
Courtland  
October 25



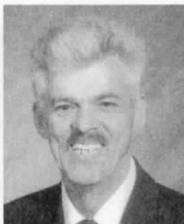
Rennie Taylor  
Order Fill Afternoons  
Courtland  
November 1



Keith Willson  
Sausage Cook  
Courtland  
November 1



Dale Reist  
Sausage Stuffing  
Courtland  
October 18



Michel Thibault  
Wieners  
Courtland  
October 4

# Anniversaries

## 15 YEARS

## 10 YEARS



Mary Miladin  
Luncheon SI  
Courtland  
December 15

The following two  
photos were missed  
in the last issue.



Marion Atwell  
Fdsv Western  
Canada Distributors  
Calgary  
October 7



Maria Ferreira  
Ayr Oven Line  
November 18



Mary Lou Kelly  
Ayr Oven Line  
October 16



Sophie Moore  
Cuisine  
St. Anselme  
November 19

**Photo unavailable for:**  
Nou Chanthaphat  
Surrey Boning  
November 25

Ana Drgastin  
Ayr Fillet Line  
November 18

Kim Miller  
Ayr Raw Breeding  
November 18

John Pereira  
Ayr Oven Line  
November 18

Leonora Rayta  
Surrey Packaging  
October 7

Garry Savoy  
Retail Sales BC  
November 4

Ritchie Schwagele  
Surrey Maintenance  
December 12

Jeff Vivian  
Procurement  
Processed Meats &  
Poultry  
Courtland  
October 7



Daniel Kelly  
Farm 2  
Hanover  
August 11



Duane Buck  
Ayr Shipping &  
Delivery  
October 21



Gerald Fuhrman  
Ayr Fillet Line  
November 18



Vonghoklay Lo  
Ayr Oven Line  
November 18



Terry Vandamme  
Ayr Blending  
October 16



Richard Monk  
Farm 2A  
Hanover  
September 8



Leslie Evans  
Research &  
Development  
Courtland  
October 28



Sisavath Inthavong  
St. Marys Sanitation  
October 22



Bruce Maxwell  
Hanover  
Maintenance  
November 4

## Retirements

**Louise Hayter**  
St. Marys  
August 31

**Albertina Fernandes**  
Packaging  
Courtland Ave.  
September 28

**Roland Schroeder**  
Traffic  
Courtland Ave.  
September 28

**George McCartney**  
Packaging  
Courtland Ave.  
October 26

**Joao Branco**  
Inactive  
Courtland Ave.  
November 1

**Thomas Johnson**  
Inactive  
Courtland Ave.  
September 15

**Maximino Domingues**  
Packaging  
Courtland Ave.  
September 28

**Harry Melnyk**  
Winnipeg  
D.B.  
September 28

**David Russell**  
Order Fill  
Courtland Ave.  
October 26



After 35 years of dedicated service to the company, **Jack Schaaf** is beginning retirement, or as Jack likes to say beginning his "new career." Jack first came to the company as a student employee for the summers of 1965 and 1966. He then joined the Bacon Slicing full time in October 1966, right out of school. January 1973, marked the beginning of his work as an apprentice for a Refrigeration Mechanic. Jack was awarded a Certificate of Apprenticeship upon the successful completion of the program and for attaining journeyman status on November 24, 1976. He was promoted to the Supervisory Training Program in December 1978 and then to Assistant Supervisor in Refrigeration a year later. In November of 1986, Jack was promoted to Shift Supervisor in Refrigeration where he stayed until his retirement. Jack said his new career will include spending more time improving his golf game, working around the house and helping his wife, Jackie, baby-sit. John Hauptert made the presentation on behalf of the Company. We all wish Jack well on his retirement as he will certainly be missed in the years to come.

**Ralph Westfall's** expertise will be missed in the Luncheon process where he spent 23 of his 27 years of service particularly in the operation of the machines and the training of new employees. Ralph's schedule is already full with getting more golf games in and as a minor hockey coach. He and his wife, Carol participate in Operation Christmas Child and do plan to travel south this winter for a holiday. Ralph is part of a family tradition of working for Schneider Foods. His 4 brothers worked here as well as his two children who were summer student employees. The SEA and company wish Ralph the very best in health and the enjoyment of his retirement years.



## Endings & Beginnings

## In Memoriam

*The company extends its deepest sympathy to the families and friends of the following employees and retirees who have passed away.*



**Lloyd Cook**  
September 24

**Florence Snider**  
October 2

**Harold Meyer**  
October 17

**Harry McNaughton**  
October 19

**Martha Lang**  
October 20

**Marie Baechler**  
November 2

**John Heimpel**  
November 7

**Arlene Hughes**  
November 7

**Doreen Stroud**  
November 11

**Gary Swartz**  
December 15



The end of the calendar year also marks the end of **Jerry Jefferies** 28-year career with the company. Jerry began his career in the Beef Boning department working for \$3.88 per hour back in 1973. After working through many different positions in beef boning, he transferred to Pre-Cook Bacon in 1986 as a Slicer and Press Operator. Other positions Jerry held in Pre-Cook Bacon include: Operator and Lead Hand, Slicer Operator, Vacuum Machine

Operator, Spare, and Pack and Inspect Operator. In 1997, Jerry moved to Packaging. Jerry's wife, Paula and children, Julie Odysseos and Todd Jefferies attended the presentations made by John Hauptert and Dennis Lesperance. Over the years, Jerry has set a great example and helped the management team ensure that new employees follow the traditions built by the company. Best wishes to Jerry on his new endeavours.

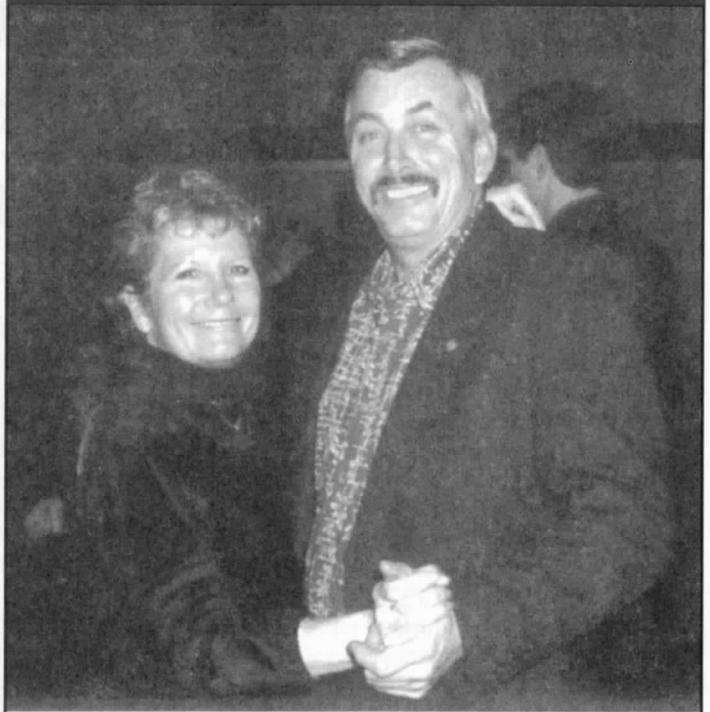


A Visit From Rudolph



Paul Leblanc from Sausage Stuffing at the Courtland facility gets ready for the holidays as Rudolph the red-nosed reindeer helps guide his rider lift through the plant.

Christmas Dance



Cecil and Sarah Puddester danced the night away at the first Courtland Plant-wide Christmas party held November 24, 2001 at the Moose Lodge. A great time was had by all! Sharon Gooden-Green and Annette Lyon, both from the Sliced Luncheon department, decided to arrange a social gathering for the entire plant. Annette hopes to spread the word so next year's event is an even bigger party!

Birthday Blitz



Guess who turned 30? Michelle Naumann and Mike Reed, both of Business Development, share the same birthday. They celebrated the day among the decorations in their department.



Happy 50<sup>th</sup> birthday! Tim Pattison was greeted by fellow employees in the Credit department, after they decorated his desk with colourful balloons, streamers, and photos on December 7 to celebrate his birthday.

Greetings From the New Dutch Girl Editor

Hi everyone! My name is Michelle Lehmann and I'm the new Communications Specialist responsible for our print-based communications. I'll provide editorial, design and print production expertise for an array of corporate communication vehicles. The Dutch Girl, Team Quest and company profiles are the most familiar of these communication vehicles. I joined the organization in the Corporate Human Resources area in November 2001 and bring with me the skills gained from my previous work experience along with a Bachelor Degree in English and a Diploma in Print Journalism.



## Christmas Memories 2001



The Golden Age Club gathered for their annual Christmas Dinner on December 12, 2001. It was a time to celebrate the season, enjoy a festive meal, join the traditional sing-along, and exchange Merry Christmas wishes at the Knights of Columbus Hall.



It was a time for face painting, skating, refreshments and a visit from Santa. The Schneider Employee Association and Office Employee Social Club held their annual Christmas party for the kids at the Kitchener Auditorium on December 1, 2001.

# The True Spirit of Christmas is alive at Courtland

It is said the true spirit of Christmas comes from giving, not receiving and Stan Fisher is certainly filled with the spirit. For the past three years, Stan Fisher, who works in the Sliced Luncheon department, has initiated a fundraising event to help children in the community who don't have much to look forward to at Christmas. This year, Stan raised almost \$2000. With the money raised from the inter-plant raffle, Stan was able to buy a number of toys for the less privileged children in the area.

First prize for the raffle draw, held on December 7, 2001, is a DVD player, second and third prizes are a cosmetics voucher worth \$50 each, and third prize is a ham and summer sausage basket donated by Schneiders.

This year, Major Oakley from the Salvation Army, who works along side Stan to distribute the gifts, expressed a need for hats and gloves for the kids this winter. The success of the fundraiser would not be possible without the support of the many people who get involved such as Darlene Smith, Jennifer Thibault, and Debbie Nafziger who helped sell tickets. Stan would also like to thank John Hauptert for his support and Dave Holowaty, Don Weimer, Tom Rieck, and Dave Rioux for their generous donations.

Each year Stan pushes harder, to make the fundraiser more successful. With the fundraiser barely wrapped up, Stan's already thinking of ways to make next year's even bigger because he said Christmas is a time for kids.



A great team effort made this year's fundraising event a success! From left to right, Major Oakley, Don Weimer, John Hauptert, Darlene Smith, and Debbie Nafziger, stand with Stan Fisher, centre, among the mountain of toys to be delivered to the kids in the community.

# SCORECARD

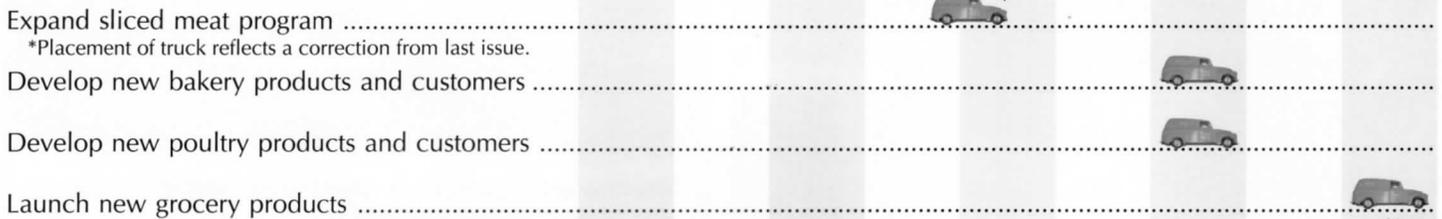
## FOCUS 2002

### Tracking our Critical Success Factors

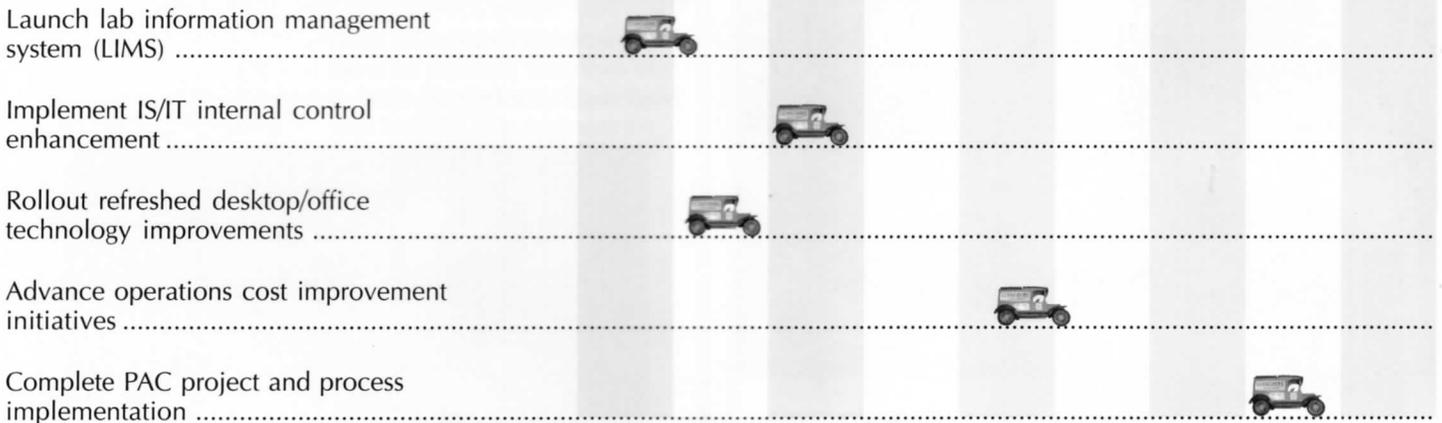
#### Customer Focus



#### Diversification of Earnings



#### Low Cost Producer



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