

# FEDERATION OF DISTRIBUTORS NEWSLETTER



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## The Boys From Brazil



During March 2002, Mr. Vincent Volpe, President of Jarvis Products, visited Jarvis do Brasil in Sao Paulo, Jarvis' Brazilian subsidiary. Jarvis do Brasil was established in 1972 by Vice President and General Manager Michael Gwyther, and specializes in the entire Jarvis product line. The company is also heavily involved in Brazil's growing meat processing industry and poultry tool business. Jarvis do Brasil's excellent reputation for high quality repair work and fast turn-around times is due to the dedication and efficiency of its employees. Meet the Jarvis boys from Brazil:



Michael Gwyther, Jarvis do Brasil's Vice President and General Manager.



Andre Trama, Marketing Manager.



Francisco Marinho, Internal Sales Agent.



Nestor Amaral, Financial Department.



Volmir da Silva, Serviceman, Region 1.

From left, Andre Trama, Marketing Manager, Valdecir Martins Ribeiro (Kita), Serviceman, Region 2, and Cesar Zafalon, In-Plant Technician.



Sao Paulo  
Federal Republic of Brazil



## More From Brazil...



Cesar Zafalon, In-Plant Technician



From left, Osmani Pereira (Tico), Serviceman and Dehider Specialist, and Darcival Pereira dos Santos, Serviceman, Region 3.



Photo of Jarvis do Brasil's booth at the Tecnocarne Meat Machinery Show held in Sao Paulo, Brazil, September 2001.

Shown in the picture are (from left) Eduardo Martins Ribero, Jarvis do Brasil's Technical Manager, and Serviceman Darcival Pereira dos Santos having a conversation with a booth visitor.



## Visiting Japan

In April, 2002 Mr. Volpe visited Madi Shirai, General Manager of Jarvis Japan Co. Ltd., Jarvis' Japanese subsidiary. Part of his visit included a tour of Fukuyama Municipal Abattoir, a leading Japanese meat processing company, and a major Jarvis Japan customer.



Fukuyama Municipal Abattoir's main office building. Fukuyama Municipal Abattoir is a leading Japanese meat processing company and a long-time Jarvis customer.



Mr. Volpe inspecting split hog carcasses at the Fukuyama processing facility.

## More From Japan...



From left, Vin Volpe, Madi Shirai, General Manager of Jarvis Japan Co. Ltd., Sigeki Sugihara, Superintendent of Fukuyama Municipal Abattoir, Kazuo Tsuta, Jarvis Japan Service Representative/sub-contractor, and Kazuyuki Iinoh, Assistant Manager of Fukuyama Municipal Abattoir.



From left, front row, Norio Sugawara, Maintenance, Vin Volpe, Kouya Sakao, Slaughter, and Hiro Hisa Sato, Maintenance.



From left, Kouya Sakao, Maintenance, with Joe Shirai, Manager of Jarvis Japan Co. Ltd. and son of Madi Shirai, being photographed with a Jarvis bandsaw.



Photograph of Kazuo Tsuta, sub-contracted Jarvis Japan Field Service Representative. Mr. Tsuta lives in Hiroshima City, and is responsible for servicing western Japan.



## FoodTech Exhibition in Stockholm

Jarvis Skandinavien AB, our Swedish subsidiary, recently participated in the first FoodTech exhibition held in Stockholm, April 9-11, 2002. Expo attendees showed great interest in machines utilized for meat processing and handling. Representatives from many European companies, and Jarvis customers, visited the Jarvis booth.



From left, Bengt Sandberg, Jarvis Skandinavien AB's General Manager, Linda Carlsson, responsible for internal sales and administration at Jarvis Sweden, and Frank Denehy representing Disco Systems Ltd in front of the Jarvis booth.



Visiting the Jarvis booth are (from left) Rene Meulenkamp from ATM Machinery, Frank Denehy of Disco Systems Ltd., and Peter Bohme representing Ruhl.



Side view of the Jarvis booth. Being displayed are Jarvis' new SEC 280-2 Circular Breaking Saw, plus many other types of hand-held circular saws.

## Getting Outside The Box

By Dr. Temple Grandin, Animal Science Dept., Colorado State University

The following article, written by Dr. Temple Grandin as part of her “*from the corral*” series, recently appeared in *Meat&Poultry Magazine*, and is re-printed with the magazine’s permission.

When McDonald’s Corp., Oak Brook, Ill., started auditing plants for animal welfare in 1999 significant improvements in animal handling and stunning needed to be made. During the first year the plants needed to make changes in equipment to improve performance. Lighting had to be added and non-slip flooring had to be installed to improve animal movement. However, during 2001 most problems and poor performance scores were due to management shortfalls rather than equipment deficiencies.

During the past three years approximately 90 percent of the beef plants have passed the stunning audit. The improvements that occurred in 1999 have been maintained and chains such as Burger King and Wendy’s have begun using similar auditing programs. In 2001, the few plants that failed audits did so because management didn’t pay enough attention to animal handling and stunning issues. Equipment design is only one-third of the equation. The other two-thirds is management. The management part of the equation consists of employee supervision, internal auditing, training and equipment maintenance. Poor stunner maintenance was common in several plants. The plants that had consistently good scores in multiple audits had excellent internal auditing programs. These plants manage the things that they measure. Maintaining the quality of handling and stunning requires constant vigilance. If vigilance is relaxed the standards will slip. This principle applies to food safety. In 2001 one plant completely trashed an unannounced audit. They failed on many measures. Their stunning score was 88 percent while 20 percent of the cattle vocalized during handling. Electric prods were used on 100 percent of the cattle. These scores are atrocious. Most plants have a first shot stunning score of 95 percent or more on cattle with less than 3 percent of them vocalizing (mooring or bellowing). The manager at this plant had not made a sustained commitment to managing animal handling and stunning. During the past three years at least three plant managers have been fired or chose to retire because they failed to uphold either animal welfare or food safety standards. Bad practices had become normal in their plants. One of the reasons why this happened is because these people had never seen “outside the box.” It is difficult to see “outside the box” if one has never traveled outside their plant to see how similar tasks can be improved. In many cases the departed managers had a narrow professional life; they had never traveled outside of their own company. Travel is a great educator. Many of my perspectives have changed after traveling extensively in the U.S. and other countries. My first visit to Australia in 1978, for example, served as a real eye opener. I was amazed at how beautiful and clean the meat plants were. However, most of the old-school Australian managers could have benefited from seeing food factories in other industries. The well-maintained Budweiser beer plant in Fort Collins, Colo., which is open to the public, is one example of a plant where managers of any industrial manufacturing operation could learn valuable lessons.

A big problem in the meat industry is that people responsible for managing animal welfare programs are trapped “inside the box.” Too often, people within each segment of the industry only attempt to understand one specific function. I recently gave a talk at a rancher’s conference and was appalled at the lack of knowledge about meat plants among the attendees. One rancher, for example, thought meat was aged for three days at room temperature; another thought that cattle were held in slings at the plant. This proves how valuable an open house for groups like these could be.

I want to end this column with an interesting story about seeing “outside the box.” I talked to a man who ran a small plant and he had entered many niche markets. He had traveled extensively in both the U.S. and in other countries, and he picked up many ideas during his travels. He has worked with local ranchers to supply specific types of cattle to fit his program. This man is innovative and sees outside the box, but his brother, who owns a ranch, is still doing things the same old way. The brother has never traveled and has lived on the ranch his whole life. Every year he dumps his calves off at the local auction and then complains about the prices. He is so blind from being in the box that he will not consider better ways of marketing his cattle. Blinders are for horses, not managers of businesses. To see outside the box you must go outside the box.