

VOLK NEWS FORUM

P E R I O D I C A L

Volk Enterprises, Inc.

January, 2000

Welcome to the first issue of "The Volk News Forum" for the year 2000. This issue is dedicated to **QUALITY**: the quality of our customer service, the quality inherent in our products, and the qualities that ensure success. Among other things, inside you will find a message from our Vice President of Plastics Manufacturing, Steve Volk, as well our front page feature called "Cooking Evaluations" (see below). Please feel free to email your feedback on this issue or topics that you'd like to see included to Dana White at danaw@volkenterprises.com.

- Marketing and Communications Department

Cooking Evaluations

In keeping with our goal to supply the best in customer service, Volk provides product cooking evaluations for current and potential customers. The no-cost evaluations are indispensable for a number of reasons. One is that the testing helps Volk determine which of our temperature indicators works best on a particular product - whether that item is a beef tenderloin, a deep-dish fruit pie or a whole turkey. Volk manufactures the Pop-Up Timers and Cook'd Right Sensors in a range of activation temperatures, so it is imperative that the correct variation is chosen for a given product.

Another rationale for doing extensive cooking tests on an item is to determine where the Timer should be placed in order to provide a safe, delicious product. In the past, Volk has done cooking evaluations for customers such as Perdue (chicken, turkey), Quality Seafood (salmon/tuna steaks), Hatfield (pork loins/roasts), and IBP (beef roasts, hamburger).

Typically, our staff Food Scientists carry out cooking evaluations in one of our two state-of-the-art test kitchens in either Georgia or California. Portable testing equipment gives us the additional capability to run evaluations in almost any global location. Testing is carried out according to customer-supplied cooking instructions and data is gathered via thermocouples inserted into the product. The thermocouples relay information to a program that automatically monitors the product's internal



temperature. The object of any evaluation is determining the temperature at which the Pop-Up Timer or Cook'd Right Sensor indicates doneness. Since we are able to gather data on exact cook times and temperatures at any point in the duration of an evaluation, the results also help customers devise effective cooking instructions.

Cooking evaluations done on a large scale also have widespread implications. During 1994-95, Volk co-sponsored a study at the University of Georgia to determine proper recommendations for cooking whole-bodied turkeys. One of Volk's Food Scientists acted as a consultant for the study and our Pop-Up Timer was used in all birds. With over 100 turkeys cooked and monitored, the UGA study is the largest of its kind to date.

Findings indicated that the Timer is a consistent indicator for turkey doneness, and based on the gathered data, the USDA reevaluated and updated its recommended cooking times and temperatures for turkeys. Currently, the USDA recommends a minimum internal temperature of 180 degrees F for doneness in whole turkeys, and Volk's products and testing comply with this recommendation.

Volk suggests that anyone interested in using one of our temperature indicators take advantage of our cooking evaluation service. As the only true way to determine which indicator is right for a particular product, it is invaluable. An additional bonus of cooking evaluations is our ability to help current customers address issues resulting from product dimension or ingredient changes.

For more information on a customized, no-cost cooking test, please feel free to contact Ed Gustafson, Director of Sales, at 770-441-1443.



When we talk about quality, we are talking about the quality of product and service. But we are also talking about the quality of our communications and the quality of our promises to each other. And so, it is reasonable to think about quality in terms of truth and integrity.

- Max DePree

Personnel & Products

A Message From Our President

*If you wish to prosper, let your customer prosper. -
Frederic Bastiat*



I know we have all heard the term “if it ain’t broke, don’t fix it!”. Well, that’s not our motto here at Volk Enterprises. We strive to design and manufacture products that exceed the expectations of our customers. This means, quite simply, that we are continuously modifying, reengineering, and just plain “tweaking” our processes. It also implies that we are planning for tomorrow even as we are immersed in the business of today.

Producing high-quality products in a competitive environment is a challenge. Our employees are dedicated to meeting that challenge every day and we operate in an environment that does not tolerate any product that does not satisfy our customers. Perhaps that is why many of our products have withstood the test of time and continue to be made in the multiple of millions every month. And it is probably why our valued relationships with many of our customers go back over 25 years.

The next time that your travels take you to central California, please give us a call. We would like to personally show you our facilities, and more important, have you meet the people who proudly manufacture the products that we sell. They are “Volk” employees but are really working for YOU.

-Tony Volk, President

Introducing: The Cook’d Right Sensor

Volk Enterprises, Inc. is proud to offer another innovative product from our line of value-added food packaging products. The Cook’d Right Sensor is an easy to use probe that allows a cook to instantly know when his or her meat, poultry or fish is done. The Sensor is simply inserted into the thickest part of the meat for 10 seconds. A vivid color change in the tip means the hamburger, steak, salmon fillet or chicken breast is done.



While the Cook’d Right Sensor is ideal for smaller cuts of meat like pork chops, it is designed for use in any type of meat. Consumers will find that the Sensor’s multiple applications in baked, boiled, fried, grilled or rotisserie products are invaluable during meal preparation. It gives them the confidence not only that the meat is cooked to succulent perfection, but also to USDA-recommended safety standards.

With the Cook’d Right Sensor, a meat, poultry, or fish processor can feel confident about the heightened value of their product, while consumers don’t have to guess when their meal is finished cooking.



For more information about Volk’s Cook’d Right Sensor, feel free to contact Ed Gustafson, Director of Sales at (770) 441-1443 or edg@volkenterprises.com. Details about the entire Volk product line may also be found on our web site at www.volkenterprises.com/products/.

Recipe - Recipe - Recipe - Recipe - Recipe - Recipe - Recipe

Halibut with a Heart

Preparing Steaks: Preheat Broiler. Sprinkle steaks with salt and pepper; brush with margarine. Broil 5-8 minutes, until fish is firm and opaque. Continually check for doneness with the Cook’d Right Sensor. Halibut will be done when sensing area of the Sensor is completely orange.

Preparing Sauce: In a saucepan, melt margarine, add onions and peppers and cook until just tender, about 5 minutes. Add remaining ingredients, simmer, stirring occasionally for 10 minutes.

Place Halibut steaks on a serving platter and spoon Red Pepper Sauce over them.



For cooking convenience, purchase Halibut steaks (Haddock, Grouper, or Red Snapper fillets may be substituted) equipped with Volk’s Cook’d Right Sensors.

Servings: 4- 6

Steaks:

2 lb Halibut steaks
1/8 teaspoon salt
1/8 teaspoon pepper
2 tablespoons melted margarine

Sauce:

2 tablespoons margarine
1 cup minced onion
2 red bell peppers, cut into thin strips
1 lb undrained, chopped tomatoes
1/2 teaspoon salt
1/8 teaspoon red pepper

This recipe brought to you courtesy of the National Fisheries Institute.

Industry/Company News

Mark Your Calendar...

January

National Turkey Federation Annual Convention, January 6 - 8, Orlando, FL

Contact: Sherry Rosenblatt, (202) 898-0100, ext. 233

International Poultry Exposition 2000, January 19 - 21, Atlanta, GA

Contact: (770) 493-9401 (see newsletter announcement)

Northwest Food Processors Association Convention and Exposition, January 23 - 26, Portland, OR

Contact: (503) 639-7676

National Cattlemen's Beef Association's Annual Meeting, January 26 - 29, Phoenix, AZ

Contact: (202) 347-0228

February

National Grocers Association's Annual Convention and Exposition, February 1 - 4, Las Vegas, NV

Contact: (703) 437-5300

Canadian Food and Beverage Show, February 13 - 14, Toronto, CANADA

Contact: (416) 923-8416

National Meat Association's 54th Annual Convention (Meatxpo 2000), February 17 - 19, San Francisco, CA

Contact: (510) 763-1533

Markettechnics 2000, February 20 - 22, San Francisco, CA

Contact: (202) 452-8444

Expo of the Americas 2000, February 22 - 24, Mexico City, MEXICO

Contact: (301) 493-5500

March

National Grocers Association's Annual Convention and Exposition, March 1 - 4, Las Vegas, NV

Contact: (703) 437-5300

National Fiery Foods & Barbecue Show, March 3 - 5, Reno, NV

Contact: (505) 298-3835

New York Restaurant & Foodservice Show, March 19 - 21, New York, NY

Contact: (888) 334-8705

Food Safety Summit and Expo, March 21 - 23, Washington, DC

Contact: Scott Stein, (800) 746 - 9646

Visit Booth 6213 at the IPE

The 52nd International Poultry Exposition will be here in Atlanta at the Georgia World Congress Center from January 19 through the 21st. As the world's largest trade show for the poultry and egg industry, it is an exciting opportunity for Volk Enterprises, Inc. to present our entire line of poultry packaging products to thousands of industry decision makers.



We will be exhibiting in Booth 6213 located in the WEST - BLUE HALL. Come visit our booth to participate in informative demonstrations of our Pop-Up Timer and Cook'd Right Sensor. In addition, we will be featuring our assorted trussing and rotisserie devices. You will have the chance to speak one-on-one with Sales and Marketing personnel who will answer any of your questions and tell you how we can meet your company's needs. Don't miss out on the 'Poultry Show'!

If quality is your goal, then persistence must be your battle cry. - Lee Rich

Volk Featured in Video

Last June, Volk teamed up with Dallas, Texas-based Pat Summerall Productions to create a video "snapshot" of Volk's business history. Well-known television sports commentator, Pat Summerall, narrates the 8-minute program with footage shot on location at our corporate headquarters in Turlock, California.



The video takes the viewer from Volk's beginnings in 1962 to present day. It depicts how the company dedicated itself to its employees and to the success of its customers.

Long standing partnerships with companies like Perdue Farms, Wampler Foods, and Cargill Inc., continue to thrive, while Volk products endure as mainstays in the kitchens of millions of cooks around the world. The video further emphasizes the Volk Enterprises philosophy of true partnership with its customers.

Copies of "Pat Summerall Presents: Volk Enterprises" are currently available to interested parties in the food industry and allied media. For more information, please contact Dana White at (770) 441-1443 or danaw@volkenterprises.com.

Customer Service

Talk to Us...We'll Listen

Human beings, who are almost unique in having the ability to learn from the experience of others, are also remarkable for their apparent disinclination to do so.

-Douglas Adams



Thank goodness the above quote does NOT apply to Volk Enterprises. Like any good business operation, we aim to differentiate ourselves from the competition. One of the ways we do this is to budget our time.

While many companies spend 80% of their time looking for customers and only 20% serving the customers they already have, we feel it ought to be the other way around. That's the way we run our business, with the sure knowledge that our customers' prosperity is inextricably linked to ours. After all, Volk's motto is, "We are in business with YOU".

Many of our customers have been consistently 'in business' with us for several years, so we do believe we are on the right track. Yet, there is always room to improve our service to you, and learn from your experiences with us. For these reasons, we would like you to take a few minutes to complete the customer survey located on our web site at http://www.volkenterprises.com/contact_us/survey.html.

The survey is designed so that your responses tell us what we are doing right, but most importantly, what we can do better. It is our intention to implement the constructive suggestions that we receive back from you and our other customers. In addition, we will follow up with you at a later date to tell you exactly how that will be done.

We hope that your experiences with Volk Enterprises, Inc. have been such that you feel comfortable and confident in frankly expressing your opinions about the way we do business with your company. Please also know that the time you take to complete the survey is deeply appreciated.

Thank you for giving Volk Enterprises, Inc. the opportunity to better serve your needs.

The survey is designed so that your responses tell us what we are doing right, but most importantly, what we can do better.

"We're In Business With You."

In My Own Words

Steve Volk, Vice President

Growing up in the family business assured my brothers and me a place at daily business meetings, which conveniently, were held at the dinner table. As we grew up, summer jobs were a guarantee. I did everything from packaging turkey lunch meat to running wire trussing machines. It wasn't a matter of whether or not you would join the business, but where in the business you would make a place for yourself.



I joined the business full time in 1971, and until my father's passing in 1991, worked closely with him as he developed some of our mainstay products. In 1991, I took over Pop-Up Timer assembly and production. This job grew into my current position as VP of Plastics Manufacturing which includes overseeing all daily operations including procuring all materials, scheduling daily production, personnel, equipment purchasing, and quality control. With Pop-Up Timer production and other poultry and meat-related products, this equates to the molding and assembly of about 400,000,000 parts per year.

I believe the company's goals are right on target. We have consolidated all of our manufacturing operations in a new state-of-the-art facility and we've been lucky enough to assemble a great team of employees. I am proud to be manufacturing products that my family can put our name on.

The challenge for the next century will be keeping up with new technology that now changes daily. We have a great head start in rising to meet that challenge, and it's exciting to contemplate the opportunities yet to come.

Getting In Touch

If you would like to get in touch with our Sales staff, need a question answered, or have news to pass along, feel free to contact Volk Enterprises, Inc. via any of the following means:

Email: sales@volkenterprises.com

Internet: www.volkenterprises.com

Sales and Distribution :
5470-B Oakbrook Parkway
Norcross, GA 30093

Phone: 800-860-8655

Fax: 770-441-3258

Manufacturing :
618 S. Kilroy Road
Turlock, CA 95380

Phone: 800-553-3108

Fax: 209-632-3829