

# VOLK NEWS FORUM

P E R I O D I C A L

Volk Enterprises, Inc.

October, 1999

Welcome to Volk Enterprises Inc.'s first issue of "The Volk News Forum". It will begin arriving in your mailbox quarterly. We are introducing several features in this publication, including messages from Volk's President and Director of Sales, plus a section called "Global Perspective". We hope you enjoy Volk Enterprises' new publication, and we welcome your opinions and suggestions for important issues you'd like to see covered in future issues. Please feel free to contact us at (770) 441-1443; Fax (770) 441-3258; or Email: danaw@volkenterprises.com.

- Marketing and Communications Department

## Popping Up on the Web

We are proud to unveil our new, user-friendly web site at <http://www.volkenterprises.com> OR <http://www.popuptimer.com>. Visitors will now find detailed product information, recipes, options for placing orders and reaching sales representatives, information on food and kitchen safety, useful industry links, giveaways, topical mailing lists, as well as regular updates on food industry happenings.

Processors seeking convenient ways to add value to products, current Volk customers looking for additional ways to stay abreast of new products and product enhancements, and consumers interested in food safety and ways to make the cooking experience quicker and easier will discover that Volk's web site is a beneficial resource to be accessed regularly.

Additional features and information will continually be added to the site so that in time, it will become an e-commerce marketplace for Volk products.

For more information about our web site or to create a reciprocal link, please contact Dana White at (770) 441-1443 or danaw@volkenterprises.com.

[www.volkenterprises.com](http://www.volkenterprises.com)

OR

[www.popuptimer.com](http://www.popuptimer.com)



"We're In Business With You."

## New Trade Association Formed

With the instrumental involvement of the USDA and Volk Enterprises Inc., a new trade organization for the food temperature indicator industry has been formed. This group is slated to become the representative association of our industry - a group to speak for the manufacturers, distributors, and allied industries interested in food safety and associated with food temperature indicators.

The goal of the FTIA (Food Temperature Indicator Association) is to educate the consumer on the importance of using food temperature indicators during the cooking process. As a trade association, the FTIA has the potential to be a powerful voice linking the government, industry, and the consumer in the common goal of advocating good food safety practices and the proper use of food temperature indicators.

Currently the FTIA's action committees are:

**Industry Relations**, which will be a liaison between the food temperature indicator industry and the government;

**Consumer Affairs**, which will produce collateral material to educate the general public on the need for food temperature indicators and their proper usage;

**Membership**, which will research and actively recruit membership from the growing pool of companies, individuals, and organizations with an interest in food safety and food temperature indicators;

**Research**, which will collect data to support the FTIA's future operations through tracking media reports on food safety issues, independent testing and/or surveys, as well as through studies the FTIA conducts on its own; and

**Scientific and Technical**, which will gather technical information on each type of food temperature indicator on the market and establish performance standards for the entire industry.

As the FTIA moves forward in determining and executing programs for the coming year, your membership and suggestions are welcome. The group is also planning its first meeting and press conference for January 2000 to coincide with the government's rollout of their food thermometer campaign. For more information on any aspect of the FTIA, contact Chairperson, Ed Gustafson at (770) 441-1443.

# Personnel & Products

## A Message From Our President

*Success is the result of perfection, hard work, learning from failure, loyalty, and persistence. - Colin Powell*

During the recent taping of our company's informational video, I was asked to recount some of the history of Volk Enterprises. I remembered back over 40 years when my brother Don and I spent not just a few weekends, but most of our summer vacation, stuffing cooked turkey into poly bags that were destined for retail shelves in Northern California.

At the time, the company was named "Volk Packaging Company", and we thought we had the best deli meat in the business. Several years later, my father Tony Volk Sr., shuttered Volk Packaging Company for good. I don't know if we were visionaries and just ahead of our time or had our collective heads buried in the sand and weren't mindful of entrenched competition...As it turned out, we tried something new, and having been trying something new ever since.

From our initial venture, we learned that **you must listen to your customers and deliver the products they want, not merely what you want to produce.** As we've grown over the years, we have done a lot of listening.

Some 20 years ago, we adopted the slogan, "We Are In Business With YOU". This philosophy is just as timely today. We owe what success we've enjoyed to partnerships with our customers and we intend to foster those partnerships in the years ahead...that is what Volk Enterprises is all about.

- Tony Volk, President

## Featured Product...The Pop-Up Timer

For the past 25 years, Volk Enterprises Inc. has been proud to manufacture the well-known Pop-Up Timer. Many in the food industry are familiar with the Timer because



of the convenience it adds to meal preparation, and the value it adds to meat products. The average consumer has also become used to seeing the Timers in Thanksgiving turkeys or whole chickens.

Some good news is that the Pop-Up Timer is ideal for whole-bodied poultry, as well as for ham, lamb, beef and pork roasts, fish, **and** poultry parts like chicken breasts. Not only does the Pop-Up Timer eliminate having to guess when meat is done, but it also is an effective means of making sure meats are cooked to the proper temperature, ensuring their safety. Proper usage of the Pop-Up Timer can prevent cases of illness caused by bacteria.

When the Timer's buttonhead pops up, any consumer can rest assured that his or her poultry, ham, lamb, beef, fish, or pork is prepared perfectly and safely. For more information on Volk's Pop-Up Timer or to discuss a no-cost market test, feel free to contact Ed Gustafson, Director of Sales, at (770) 441-1443 or [edg@volkenterprises.com](mailto:edg@volkenterprises.com).

## Recipe~ Recipe~ Recipe~ Recipe~ Recipe~ Recipe~



*For cooking convenience, purchase a beef brisket equipped with Volk's Pop-Up Timer.*

*Total Preparation/Cooking Time: about 3 hours*

*Servings: 6 - 8*

*1 3-4lb boneless beef brisket*

*1 teaspoon salt*

*1/2 teaspoon pepper*

*2 cloves garlic, crushed*

*3 large onions, 1/2-inch thick slices*

*2 tablespoons cornstarch, dissolved in 1/4 cup of water*

## Braised Brisket with Onions and Garlic

Heat oven to 350 degrees F. Place beef brisket, fat side up, in large roasting pan. Sprinkle brisket evenly with salt, pepper, and garlic; top with onions. Roast in oven 1 hour or until onions are lightly browned. Add 1 cup hot water. Carefully cover pan tightly with aluminum foil. Reduce oven to 325 degrees F and continue cooking until the buttonhead of the Pop-Up Timer pops, about 2 hours. Brisket will be tender.

To make gravy, skim fat from pan juices. Add cornstarch mixture to pan juices. Cook over medium heat until gravy boils and thickens, stirring constantly. Carve brisket across the grain into thin slices. Serve with onions and gravy.

# Industry/Company News

## Where We've Been...Where We're Going

For nearly 40 years, Volk Enterprises, Inc. has been a leader in supplying value-added packaging materials to the meat and poultry industries. Originally founded by Tony J. Volk, a pioneer in modern poultry processing techniques, we continue today as a family operated business and an unparalleled leader in innovative packaging items that benefit not only meat and poultry processors, but also the average consumer. Since the 1960 invention of the Hok Lok, our original turkey trussing device, to today's Pop-Up Timer and Cook'd Right Sensor, the company has been dedicated to manufacturing products that are economical, convenient, and safe.

From a pocketful of ideas and three employees, we have grown to a business that now employs over 100 individuals, and serves 50 states and over 15 international countries. Our subsidiaries, the **Twyman Safety Company** and the **Work Well Company**, allow us to now move beyond food processing and become a true global leader in the arenas of industrial, workplace, and employee safety, as well as foodservice hygiene and sanitation systems. Headquartered in Turlock, California, with sales and distribution outlets in Georgia, Ohio, Great Britain and Brazil, we are within hours of most major centers of the meat and poultry, industrial safety, and foodservice industries.

In looking ahead to the future, we are determined to remain steadfast in our role as a customer-oriented and consumer-friendly company. Our motto remains the same today as it was in 1960: "We are in business with YOU".

## We Want YOU...at Booth 3307

Many of you will be in attendance at the 1999 Worldwide Food Expo which is taking place this October 28-31 at McCormick Place in Chicago, IL.

Volk Enterprises, Inc., will be displaying our entire product line at Booth 3307 in the Product Development Pavilion. Come visit our booth to participate in giveaways and informative demonstrations of some of the cutting-edge technology that is involved in products like our Pop-Up Timer and Cook'd Right Sensor. In addition, Sales and Marketing personnel will be on hand to speak with you about how we can meet your company's needs and to answer any of your questions. Don't miss out on this exciting opportunity!

## Coming Soon...

### October

**International Exposition for Food Processors**, Oct. 18-22, Las Vegas, NV

Contact: (703) 684-1080

**Annual Meeting Western Hemisphere Association of Meat Marketers**, Oct. 28-29, Chicago, IL

Contact: (703) 841-3680

**Worldwide Food Expo '99**, Oct. 28-31, Chicago, IL

Contact: (703) 645-9302 (*See newsletter announcement*)

### November

**San Francisco Seafood Show**, Nov. 2-5, San Francisco, CA

Contact: (207) 842-5500

**1999 Retail Food Safety Conference**, Nov. 7-9, Baltimore, MD

Contact: [tweigner@fmi.org](mailto:tweigner@fmi.org)

**Private Label Manufacturers Association Trade Show**, Nov. 14-16, Rosemont, IL

Contact: (212) 972-3131

**Fish Expo and WorkBoat Northwest**, Nov. 18 - 20, Seattle, WA

Contact: (800) 454-3005

### January 2000

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

Contact: (770) 493-9401

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

Contact: (503) 639-7676

### February 2000

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

Contact: (416) 923-8416

**Meatxpo 2000**, February 17 - 19, San Francisco, CA

Contact: (510) 763-1533

# Customer Service

## Global Perspective

With the addition of our new office in Hong Kong, Volk's global presence continues to grow. Hong Kong will serve as a logistics center for disposable products sourced throughout Asia for our Work Well and Twyman subsidiaries. But no country is as important to Volk's global future than Brazil, where we have both manufacturing and distribution facilities for both the poultry production and foodservice industries.



Volk is no newcomer to Brazil. We have distributed products to several of the major food companies for over seven years. But our warehouse and support facility in Sao Paulo has given us the ability to forge lasting partnerships with our existing customers and to introduce our goods to new companies as well. One such valued customer is Batavo, a subsidiary of the international food conglomerate Parmalat. By offering such services as no-cost market testing (to determine effective marketing strategy), in-house cooking tests (for products used during the cooking process), on-site training in the applications of Volk products, and assistance with packaging design, Volk was able to assist Batavo in introducing a new line of turkey products to the Brazilian market. Additionally, Volk's Food Scientist, Tom Wisvari, and VP of Corporate Development, Dan Volk, recently travelled to Brazil to assist Batavo with initial production.



Batavo is remarkable, not just because of its potential impact on the Brazilian market, but also because they have simultaneously incorporated three Volk products; the HandiClamp, Pop-Up Timer, and Hand-Ler. In addition to the Volk products that will be integral to their processing, Batavo has implemented the J-cut eviscerating process, which enables the company to increase line speeds, decreases the possibility of turkey contamination, and presents a more convenient package to the consumer. Building Batavo's brand new turkey division from the ground floor to full capacity is a challenging undertaking, and Volk is proud to be associated with such a progressive company.

We are excited about our new partnership with Batavo and are encouraged in our new endeavors by its success. We are currently assisting in introducing an entire line of fish products featuring our Pop-Up Timer...but that's a story for another edition.

## The Sales Section

*by Ed Gustafson, Director of Sales*

Here at Volk Enterprises, we believe that our past and current success is due not solely to luck, but also to our ability to continually recognize customer needs and quickly serve them. We are serious about recognizing and staying ahead of industry trends; it is a critical part of our future success.

One of things I am most proud of are the relationships that have been developed and the essential role that Volk has played in our customers' success through the years. We see ourselves as an extension of our customers' businesses. Volk strives to do more than just produce the highest quality products available; we also pride ourselves on unparalleled customer service. It is this customer care that has enabled us to establish healthy working relationships that we hope will last well into the next millenium.

I am frequently asked, "What's next for Volk?". The answer is, first we will continue pursuing opportunities in our traditional markets of meat and poultry. Second, we will explore any effective means of reaching markets that are new to us, like the prepared foods industry. Achievement of these goals will not be simple, however we are optimistic about future challenges.

Finally, I must express my appreciation to the loyal Volk customers and employees who have made our first 38 years so rewarding. We look forward to strengthening old ties and forging new ones.

## 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:



### MAIL, PHONE, OR FAX

Sales and Distribution  
5470-B Oakbrook Parkway  
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