

# REID'S DAIRY (con 4)

the company is looking to set itself apart from its competition with the more family-oriented, entertainment-oriented outlets.

Armin has a dream for the Bell Boulevard plant that would see an ice cream parlor erected on the west side of the facility, and possibly a few small shops that would cater to the tourist market.

"My view was it would be like a Swiss village — a streetscape in a Swiss village," explains Armin, with lamp posts and benches. But the plan won't come to fruition at least until Bell Boulevard is extended to Wallbridge-Loyalist Road, which would make Reid's more accessible to traffic on Highway 401.

Furthermore, the amalgamation of municipalities has to be settled.

"We can't make any plans in this climate of uncertainty," says Armin.

He notes Reid's quit pursuing certain markets because it was not worth the effort, noting there are nine different brands of milk just in Belleville. "There is just simply an over-capacity of fluid milk (processing) capacity in this province."

Consequently Reid's was forced to lay off employees in the spring of 1995 and look for other ways of cutting costs. One way was to cut transportation costs by making fewer delivery trips, with more product on each trip, to the

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20 retail outlets.

"Instead of increasing our volume, we cut costs," explains Armin. He credits the company's "management and staff that stood by me" with getting the business through a most difficult period.

Despite uncertainties in the industry, the Quickert family is in it for the long run.

"It's with a great deal of pride we still stand here as a successful organization, a successful company," says Armin.

## Just the facts

- Reid's Dairy opened in 1910 at Loyalist-Wallbridge Road
- bought by Arthur Quickert in 1967, it is now owned by Armin and Marilyn Quickert and operated with sons Stephen and David
- now located at 222 Bell Blvd. on the corner of Bell Boulevard and Sidney Street
- has approximately 50 full- and part-time employees
- produces milk, milkshakes, ice cream and fruit drinks
- processes approximately three per cent of Ontario's fluid milk consumption
- operates 20 retail outlets between Mississauga and Kingston

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