

continued from page 8

soluble fiber scientists tell us is so important in lowering blood cholesterol levels quickly and dramatically.

We also believe our process protects against any loss of the water-soluble beta glucan, as tests of the two showed a higher content of beta glucan in our toasted oats. The hot steam normally used in processing rolled oats can leach vitamins, minerals and flavour from the oats. We guarantee that Hilton Whole Grain Millers Regular Oat Flakes truly are whole grain oat flakes. Everything is there, little bits of flour, bran, and all of the groat.

All this, and we were only halfway! I knew we had something special ... and so did others. By others I mean wholesalers, private labels, no-name products, health food stores and independent retailers. Once our new product left our plant, unless we marketed it ourselves, we lost control.

So, Barry and I agreed that direct-sales would be the best way to distribute our product. This way, we could stay price

competitive and offer a better product without the cost of more handling through wholesalers. We could make sure our product was always fresh and not sitting in warehouses for distribution.

We've established a direct consumer mail order business Canada-wide... Orders for our 5 and 10-kg packages are shipped immediately, with free recipes included. ... Our oat flakes come in three sizes: regular, described as the whole food ... used in all my recipes and as a hot oatmeal porridge; large, for those who prefer a larger flake for granolas, cereal and baking; and, small, described as Oats N' Bran because it has a higher bran content, [but]... can also be used in baking and as a hot cereal.

Our new business keeps us all busy. My duties now at the plant are to help Kurt and Erica tape and fill the boxes for mail order, and of course the broom never sits idle. Barry, Scott and Mark look after the maintenance of equipment and any additions to be made for custom work for such companies as American Health & Nutrition.

Most of my time is spent in marketing. I have speaking engagements, set up fund raising programs and answer all the incoming mail. Barry, who does all the cleaning and milling, tests all the oats to make sure they meet his standards. He also tests the finished product in his lab for lipase activity and informs me when plant supplies need to be ordered.

Barry and I find producing our product from start-to-finish extremely satisfying. It's a fantastic achievement when you ... think of it. We hope to remain a family operation that specializes in nature's best oatmeal.

An information sheet and sample are available by sending a self addressed, stamped envelope in the amount of .65 cents to Hilton Whole Grain Millers, RR 2, Staffa, Ontario, N0K 1Y0.

*Karen Mahon farms with her husband, Barry, and children in Staffa, Ontario.*



*Karen is pinpointing new mail order locations.*



*Kurt, age 14, and Erica, age 12, help with mail order taping.*

## FWIO Hosts ACWW Area Conference at Geneva Park

By May Brown

There may still be time to register! Do it now and take part in this joint FWIO-ACWW Conference from August 12-14, 1994. The three-day conference at Geneva Park near Orillia will be exciting and informative from start to finish.

For those who arrive early, there are short tours to local art and craft studios and museums, or a boat cruise on beautiful Lake Couchiching. The Saturday tours include visits to: Ego Farms - specializing in beef, dairy and strawberries; Sainte-Marie Among the Hurons and Martyrs' Shrine - the site of Ontario's first European community; and, the Big Chute - the world's only Marine Railway.

At the opening on Friday evening, Peggy Knapp, ACWW Area President for Canada, will address the theme of the Conference - "Challenges in a Changing World." On Saturday, she will conduct an ACWW workshop. What an opportunity for participants to learn about WI projects around the world and how Pennies for Friendship makes them possible. Come and find out everything you wanted to know about ACWW, but were afraid to ask!

Saturday's agenda includes a number of varied workshops: Financial Planning; Good Stress - Bad Stress; Old Brewery Bay Players; Stephen Leacock - Almost Modern Man; Third World Issues; True Colours; Earring Making; Lace Pot Pourri Dolls; and, The "Green" Workshop. The day will close with a beef barbecue and entertainment. The "wrap up" to the conference will follow the Sunday Worship Service.

Join us at Conference '94 to learn, share, renew old friendships and make new ones. If you have not yet registered, do it now by asking your Branch Secretary for an application form. Or check with the Simcoe Area Hostess, Barbara Cook, at RR3, Coldwater, Ontario, L0K 1E0.

*May Brown is in charge of public relations for the 1994 Conference Planning Committee.*