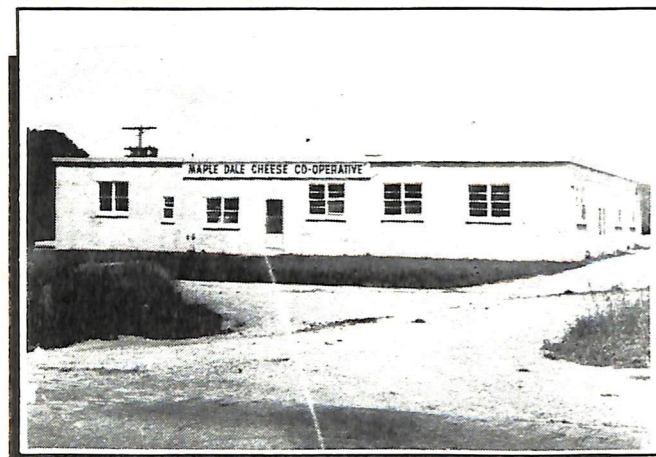


THE PAST

1888-1988

THE PRESENT

For 100 years Maple Dale Cheese has been making cheese history with quality and freshness as their number one priority. It began in 1888 as the Zion



'New Factory 1965' Located on Hwy. #37

Cheese Manufacturing Company, a country business whose shareholders were involved in every step of production.

The Zion Cheese Factory received its provincial charter in October 1887 and manufactured its first cheese in the spring of 1888. In these early days many local farmers kept dairy cows for cheesemaking. The Zion company consisted of 33 of these dairy farmers drawing their own milk to the factory in 40-gallon milk cans and returning home with them full of whey to feed their pigs.

Then, as now, the farmers were committed to producing a quality product and contributed only the freshest, sweetest milk to the factory. This early community involvement established genuine concern for the business and a great pride in producing some of the finest cheese in the county.



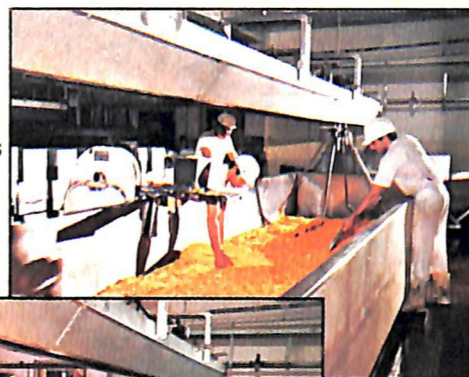
Part of Maple Dale's success story lies in the contribution of dedicated cheesemakers over the years. One such craftsman, Delbert Rowe, has served with



Quality...First

the company for forty-three years and his expertise reflects years of experience in the art of quality cheesemaking. Delbert maintained the Maple Dale

commitment to quality by retaining the techniques and traditions of the past while developing their potential



with the best in modern facilities. He proved very important during the transition period in

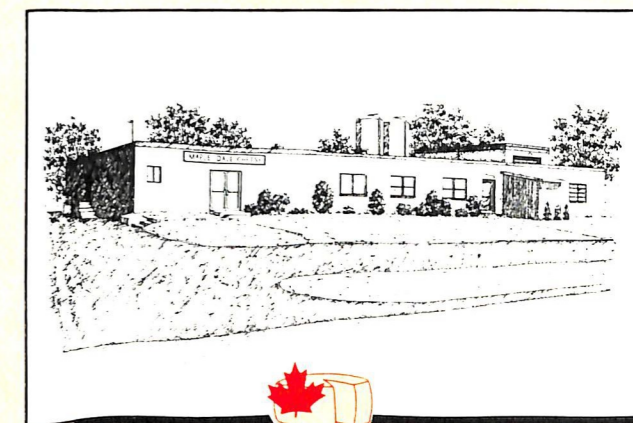
1965. Operations changed sites and new equipment demanded fine tuning to ensure that traditional methods remained intact resulting in continuous quality cheese.

Throughout the years Maple Dale has built on their original charter, progressing through the 20th century with modern facilities and more advanced equipment. Although stainless steel milk trucks have replaced horse-drawn carts, the cheese is produced essentially the same way it was 100 years ago. As always, Maple Dale cheese begins with fresh milk and a careful attention to natural culturing and time-honoured methods.

Essentially what it comes down to is taste. Although it can't be described in words, Maple Dale's prize-winning cheese still has the same great country flavour it had in 1888. Quality and taste make the difference.

At Maple Dale we let our record show our commitment to consistent quality and high standards of excellence. Good cheese is what we're about and have been for over 100 years.

Quality...first.




Maple Dale Cheese