

Jarvis: Leaders

By: Heather Nahatchewitz, OIMP Marketing and Communications Director

Jarvis Industries Canada Ltd. has been serving the Canadian market place since October of 1963. October 14 in fact, as Dwight Streeter, General Manager, recalls. “That’s the day we crossed the border as a family and that’s the day Jarvis Canada was born.”

Dwight was 12 years old when they came to Canada. His father Robert Streeter opened an office in Toronto, and then moved it to Richmond Hill in 1965. Dwight spent two years learning the business in a packing house in Nebraska, and returned to Canada to work for Jarvis in 1978. That same year an office was opened in Calgary, Alberta. In 1994 Robert Streeter retired and the Ontario office was closed.

Jarvis Industries employs ten staff in Canada; one sales rep each in Ontario and Quebec, the rest in Alberta to take care of

Jarvis’ two largest customers, Cargill and JBS Food Canada.

The parent company,

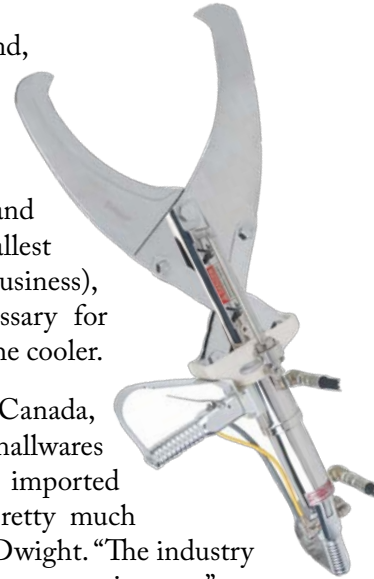
Jarvis Products Corporation, is the largest manufacturer of production equipment for slaughter and fabrication of beef and pork in the world. They specialize in meat cutting and boning machinery, band saws, slaughter equipment, carcass opening and splitting saws, hock

cutters, and skinning machines, and, located in the US, everything is shipped to the Calgary warehouse then distributed across the country.

Serving all sizes from Maple Leaf and Fearmans Pork, down to the smallest abattoirs (which make up half the business), Jarvis has all the equipment necessary for production from slaughterhouse to the cooler.

Already owning 90% market share in Canada, Jarvis once tried to expand in to smallwares but couldn’t compete with products imported from the US. “In Canada, we’re pretty much status quo in terms of growth,” says Dwight. “The industry is shrinking, which affects demand for our equipment.”

Dwight explained there are plenty of reasons abattoirs are closing and the market is shrinking in terms of number of facilities. Regulations catch up with the smaller operations and they are not able to or willing to spend the money to update facilities. “Succession rates are low. Kids just don’t want to take on the business,” he added.



In Photo: Mihai Pantilimon, Roger Turcot, Sebastiano Carrera, Dwight Streeter

in PRODUCTION EQUIPMENT

But minimal growth and a large market share haven't been reasons to rest on their laurels. In fact, Jarvis just introduced a new line of cartridge actuated stunners this year. "It's meeting expected sales. Occasionally we get a large order for stunners from the provincial inspection agencies but for the most part its smaller quantities."

"It's more a matter of maintenance," Dwight went on. "We service everything we sell at no charge. A customer can get someone in within 24 hours if it's an emergency situation."

The business philosophy behind Jarvis? "Build a rapport with your customers, build trust – that they feel comfortable with you. That's important to build a long-term relationship."

Jarvis Industries recently received their twenty-five year OIMP membership recognition at a recent awards gala. Why does Jarvis continue to support the organization? Dwight answers simply, "It's something important to do. Something we need to do. And we will continue as long as we both exist."



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