

# FEDERATION OF DISTRIBUTORS

# JARVIS

# Newsletter



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## Edgar Moore of Equipos Multiples Moore Visits World Headquarters



Edgar Moore, Jarvis' representative in Venezuela with customer Tomy Tomayo of Matadero Industrial Centro Occidental at World Food Expo 99.

Edgar Moore, Venezuelan owner of Equipos Multiples Moore C.A., visited Jarvis' world headquarters November 1 through 5, 1999 after attending the AMI (American Meat Institute) sponsored 1999 World Food Expo held in Chicago, Illinois. Mr. Moore spent the week touring Jarvis' Middletown production facility and discussing methods for improving business opportunities in Venezuela with President Vincent R. Volpe and other company officials. After visiting Jarvis Products, Mr. Moore flew to St. Louis, Missouri to visit the Edge production facilities where blades for several Jarvis products are produced.

Edgar Moore founded Equipos Multiples Moore in 1976 as an importer of air conditioning equipment. The company is located in Charallave, 40 minutes outside of Caracas. Besides Mr. Moore, his company has 5 employees who service all of Venezuela. Edgar's daughter Jean is Vice President in charge of organization and methods. Under consideration is expansion into Columbia, Guyana, and the Caribbean.

The company's association with Jarvis began in 1995 with an initial order for 30 JC IIIA dehiders. Mr. Moore had known about Jarvis tools since 1982. When several customers expressed an interest in purchasing dehiders, Jarvis was chosen due to its reputation for quality, dependable service and rugged design. Due to their ruggedness and long life, Venezuelans say Jarvis tools are "robust-to". Today, Equipos Multiples Moore exclusively imports Jarvis tools for Venezuela's growing meat packing industry. Besides dehiders, Buster IV, V and VI saws, MG-1E beef brisket saws, 50G beef dehorners and 30CL beef hock cutters are also regularly imported. They are mainly sold to the country's five major meat processing plants. In fact, Equipos Multiples Moore is now the sole supplier of power tools to Venezuela's meat packing industry. VC poultry vent cutters and CPE/CPP chicken/turkey hock and neck cutters are imported for local poultry processors.

In Venezuela, Jarvis Wellsaws have been imported for industrial use for some time. This versatile tool has given Mr. Moore an idea for servicing a currently untapped local market. As with many other countries, Venezuela has many small meat stores. Shop owners have told Mr. Moore they need a small, powerful tool to quickly cut meat sections. His idea is to introduce the 404/424 Wellsaws to these potential customers. He senses a great marketing opportunity for this highly regarded Jarvis product. Another method for increasing opportunities is to ask packing plant owners for permission to inspect their current tool inventories. On one occasion Mr. Moore found some 25CLs' hock cutters that had never been used. He promptly arranged a deal to replace the older 25CLs' with newer and more efficient 30CLs'.

## Edgar Moore Visit - Continued

Besides looking for new markets for Jarvis tools, Equipos Multiples Moore is also working on two additional projects. The first project is building an enlarged internal inventory of heavily used tools and spare parts. "When Venezuelans ask for a particular tool or part, they need it immediately" says Mr. Moore. "Our meat packing plants usually don't stock any spare tools or parts. Not having it may mean not producing any product." One of Mr. Moore's goals is to replace a tool or part immediately, avoiding the delay of importing the item from the United States. The second project relates to the first, and the reason Mr. Moore visited the Edge facility in St. Louis. Equipos Multiples Moore is considering the possibility of stocking tool blades locally in Venezuela, again avoiding importing delays.



## Jarvis' South Korean Affiliate Changes Name to SMPM

On January 1st, 2000 Jarvis' South Korean affiliate changed its name from Joong Kyo Corporation to "SMPM", which stands for Slaughtering and Meat Packing Machinery Co, Ltd. The change was made to revive the company's image and to ease communication problems.

The new name is a combination of two companies - Joong Kyo Corporation and Food Tech Co., Ltd., both owned by C.D. Suk, Jarvis' distributor in South Korea. Mr. Suk will be CEO and President of the new company. The company's new logo is shown with this story.

## Infood Participates in Annual Food Tech Exhibition



A small corner showing Buster VI, V, and SER 400

INFOOD AB, Jarvis' representative in Denmark, Sweden, and Norway participated at the FoodTech exhibition held in Herning, Denmark November 2 through November 4, 1999.

Over 300 companies took part in this event, and exhibited equipment from more than 700 manufactures. Because Denmark is a large producer and exporter of pork and beef products, interest in FoodTech and its exhibition of meat processing equipment has steadily risen. Approximately 11,000 visitors attended the exhibition. Besides Danes, the event also attracted large numbers of Swedes and Norwegians.

Conversations with visitors to the INFOOD booth concentrated on the immediate problems facing Scandinavian food processors. The

main interest expressed by visitors was how different machines could be used for new plant applications. Also many customers are currently looking for an economical tool that can replace ordinary knives, reducing damage currently done to shoulder, arm and back areas. Of course, there's always interest in finding new, more efficient machines to replace older, low capacity models.

Much interest was expressed about Jarvis' CV-1 Steam Vacuum System, and the use of steam during the removal of spinal cords from beef, hogs and sheep carcasses.



The Jarvis / Infood booth was open and easy to view.