



Doris Valade (R) with Anne Marie Fontainha of Jane's Family Foods at the 2004 Women in Pursuit of Excellence Awards at Old Mill in Toronto. Valade was presented with the Entrepreneur Award from Women in Food Industry Management, a member-driven organization for women in the food industry.

Awards Reflect Team Spirit for Malabar's Doris Valade

By Pamela Gramiak

She just happens to be the leader of a really great team.

So said Doris Valade, president of Malabar Super Spice of Burlington, Ontario, after having been recognized in *Profit Magazine's* Top 100 Women Entrepreneurs in Canada list.

Valade, who appeared on the 2005 list for the fourth time since 1999,

said being included provides some recognition for a lot of hard work, but it's the teamwork at Malabar's that makes it all possible.

"It's the whole team who's doing it and I just happen to be the leader," she said.

"The team" Valade is referring to is the group of 16 people who, for the

past 20 years, have been supplying meat and poultry processors nationally and internationally with spices, ingredients, sausage casings, supplies and equipment.

Valade's start in the food processing industry is easily "linked" back to her father, a master sausage maker, who immigrated to Canada from Germany in the 1950s. He opened a delicatessen and soon realized there was no one to supply equipment for the meat processing industry. He closed the deli and, in 1957, started Modern Butcher Supply, an equipment-supply company, out of his garage.

Valade grew up in her father's business and after attending university, discovered clients were buying equipment from her father and then saying, "Okay, now where do we go for spices?"

"I identified the need and started Malabar Super Spice down the road from my father's warehouse."

That was in 1982.

Malabar started out with supplying spices and ingredients and has grown to include sausage casings, ham netting, vacuum bags, butcher aprons and much more. Today, she says, the company has established a leading position in the meat processing market with sales of \$4 million annually. In addition to growing Malabar, Valade recently added a new member to the family.

When her father wanted to retire from Modern Butcher Supply two years ago, she made an offer to buy the company.

"We continue to operate under the Modern Butcher Supply name because it has strong brand recognition and out of respect for my father," she said.

Valade said she is now able to provide more service to her father's clients.

"They've watched me grow up and I've watched them grow as companies," she said. "They don't do business with me because I'm a woman, they do business with me because we provide excellent products and exceptional service."

"With honesty and integrity you'll be successful. If you do it because you're a woman you won't succeed to the same degree."

On being included in the top 100 list, Valade says there are very few women entrepreneurs in the Canadian food industry and fewer still in the meat and poultry industries.

"For us to be in there shows we can be successful in the meat and poultry sides as well," she said.

In addition to "The List," Valade was also recognized by the business and food industries with the Entrepreneur of the Year award in 2004 from Women in Food Industry Management, a member-driven organization that provides information, net-

working and resources for women in the industry.

"It (the award) was an honour because I'm very active in the organization," she said. "And I was chosen by my peers rather than [recognition] based on sales revenue."

Valade said that being an entrepreneur is still very much a man's busi-

ness world but business is business if you're a man or a woman.

"With honesty and integrity you'll be successful," she said. "If you do it because you're a woman you won't succeed to the same degree." ■

For more information, visit www.mal-abarsuperspice.com.

REALCOLD

BLAST, FREEZE or CHILL
Meat & Poultry Carton Products

Automatic technology choices include Single & Multiple Retention Time (SRT & MRT) Carton Tunnels, and Plate Freezers which provide the following improvements, assurances, and savings results:

- Consistent product temperatures for every carton / Quality Assurance
- Reduced in-progress inventory / Working Capital Savings
- NO continuous attendant(s) needed / Labor Savings
- NO forklifts needed / Capital, Labor & Maintenance Savings
- Reduced ergonomic issues / Normal Blast-Chill-Freeeze Labor Eliminated

REALCOLD **MILMECH**

Phone: 816.407.9750 Fax: 816.407.9751 Email: rcropsey@aol.com
www.realcold.com