



TURK ENTERPRISES

by John Sears

A key element in the marketing of fresh produce is transportation. Transportation companies - truckers - are constantly under pressure to deliver highly perishable fruits and vegetables on-time and in top-notch condition.

One of western Canada's most successful freight haulers has a unique outlook.

"At Turk Enterprises, we don't call ourselves truckers," states Dave Tyrchniewicz, owner and President of Turk Enterprises. "We're perishable specialists."

That line bares repeating. Perishable specialists.

"Our mission is straightforward," Dave goes on to explain. "We guarantee that the produce on our trucks is exactly the same high quality upon arrival as it was when shipped."

To deliver on that promise, Turk's fleet of 65 trucks is modern, refrigerated, ultra-clean, and safe.

Turk is an enthusiastic member of the HACCP certification program, in which a company has to demonstrate they have preventative controls in place to ensure food safety. Turk embraces their responsibility to assure the quality and safety of the goods they ship.

To achieve this goal, Turk specializes in only two commodities, both perishable: meat and produce. Handling perishable-only products 24/7 takes exceptional skill and Turk's team of passionate, knowledgeable and experienced employees hits the mark every time.

Perishable items shipped by Turk include Okanagan apples and cherries, blueberries from the Fraser Valley, mandarin oranges from the Port of Vancouver, and hothouse tomatoes and cucumbers from the greenhouses of the Lower Mainland. When they're not shipping BC fruits and vegetables, their trucks are hauling produce from California or Mexico to points throughout the four western provinces.

At the other end of the road, Turk delivers to all of the major retail chains in western Canada, as well as large and small wholesalers and independents from Vancouver to Winnipeg.

Since it opened for business in 1988, Turk Enterprises has grown from a small, local company to one that spans the nation. And it continues to expand, recently opening a 7,000 sq. ft. state-of-the-art cooler facility near its headquarters just five miles north of Winnipeg.

"Like all BCPMA members we believe in giving back to the community," says Mr. Tyrchniewicz. "One of our favourite charities is the Special Olympics."

Turk participates annually in the Special Olympics Convoy, which assists with the Special Olympics pledge drive.

"Strengthening the industry in any way we can also strengthens us as a company," Dave believes. "The BCPMA connects us to the BC community, and to the industry there."

In the future, transportation of produce across international and provincial boundaries will demand increased efficiency, strict temperature control and instant communication. Above all, food safety will continue to be a vital issue.

Concludes Dave Tyrchniewicz, "At Turk Enterprises we are determined to continue to play a leading role in those categories."

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www.turkenterprises.com

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