



The Big Picture

Welcome to the Fall 2024 issue of *The DL* newsletter, in which we share news about Friesen's and our people.

As 2024 comes to a close, I am grateful that our teams are busy with a wide variety of projects designed to keep our customers at the forefront of protein technology. With each new project, Friesen's builds upon our legacy with an eye toward the future.

Let me give you a recent example.

We started a sales and technology push toward serving the pet food industry. Why? Because many of the players in pet food are already our food protein customers. We have a few pet food clients, but there are many more who do not know Friesen's. We plan to change that.

Together as a team, Friesen's saw a pet food industry problem and envisioned, engineered, constructed and delivered a product like no other – the Frozen Block Separator.

We are proud that this Friesen's-designed solution has been awarded a U.S. patent. Together, our teams invented a great automated solution to address a common pet food industry challenge. Learn more about the Frozen Block Separator in this issue.

I hope you enjoy reading this issue of *The DL*.



Brett Friesen

Photo: One of many parts of the Standard Meat Company sous vide system built by Friesen's

Excellence In MFG

It Started With a Customer Need

Sous Vide Preparation System for Standard Meat Company



Standard Meat Company is known for its commitment to delivering “out-of-the-box” solutions for their customers. So when the Texas-based meat processor decided in 2023 to build a large sous vide cooking line in its new 166,000 square foot processing facility in Fort Worth, they met with Friesen's.

The challenge: How to connect all the specialty equipment involved and create one efficient and robust processing line capable of producing large volumes of high-quality, fully cooked products.

The project included raw material handling, packaged material handling, X-ray inspection, merging conveyors, empty and full case distribution, and more.

Standard Meat was seeking a supplier partner who could successfully integrate this complex system. A partner who would listen to its process planning needs, then

custom-engineer reliable systems to ensure the best outcome.

We're glad they chose Friesen's!

This massive Sous Vide Preparation System required many hours of engineering collaboration between the Friesen's and Standard Meat teams.

This is one of our largest projects in recent years, and we are thrilled with the success we have achieved in collaboration with the team at Standard Meat.

“Standard Meat has a strong and genuine commitment to their customers, as well as their industry partners,” said Andrew Friesen, Regional Sales Manager. “They are a great customer for Friesen's because we think the same way. It's really been a rewarding experience to work with their entire team,” he said.

We look forward to growing our relationship with Standard Meat Company and are ready for any future projects they might need!

Friesen's Loves Pets!



Friesen's is getting even more aggressive in this protein segment, having created a one-of-a-kind patented solution to an industry challenge.

"Friesen's has served many pet food manufacturers over the years, but now is the perfect time to grow our presence even higher in this important protein segment," says owner Brett Friesen.

"Many of the same companies who Friesen's serves in protein also work in pet food, so this is a natural growth opportunity for our company."

Where do we stand now?

Friesen's has had several pet food contracts, but nothing at the scale to which we have potential.

So, a team from Friesen's decided to do some site visits to consider areas in which we can contribute. We found a major opportunity.

After visiting several pet food plants, we consistently observed the same challenging situation. Workers were manually separating large, frozen blocks of meat for processing. Operators were forced to rely on inefficient and potentially dangerous methods to break apart the blocks by using heavy hammers, chisels, and even forklift tines. These manual processes not only created safety concerns but also led to inconsistent product preparations and slowed production.

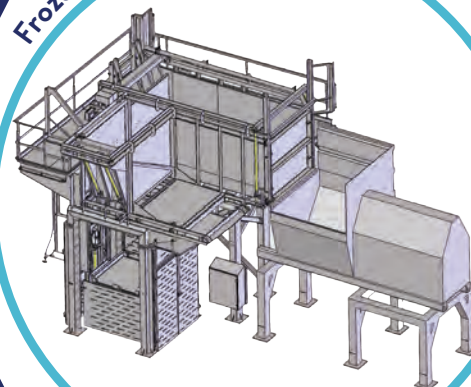
We decided to create a machine where the pallet of frozen blocks enters the chamber, operator selects how many layers need separation, and then dumps the batch into a grinding system. Only one operator is needed, eliminating the manual process, while greatly improving efficiency and worker safety.

We designed and built the industry's first-ever automated frozen block separator and placed it with a satisfied customer.

This Frozen Block Separator (FBS) already is paying dividends by allowing the customer's employees to do other important tasks, while making the workplace a safer for each of them.

This equipment is built for handling large and small recipe volumes, batching capability with multiple ingredients, and saving time and labor with a single operator.

Frozen Block Separator



Watch FBS
video here

What is next?

- The U.S. Patent Office granted a patent for the FBS system earlier this year, providing Friesen's with a big boost in terms of pet food industry credibility and ingenuity.
- A new ad campaign has been started in *Pet Food Processing* magazine.
- We have marketing plans to use social media and even some direct mail.
- We sent a team to the Pet Food Exchange to meet with some truly innovative pet food manufacturers, and some great OEM partners.
- We even had a sit down with the editor of *Pet Food Processing*.



"We are excited for where this road is taking us. We are confident that we will become as well known in pet food as we are in food protein." - Brett Friesen

Meet The Service & Support Team



Meet the pros who service and support your Friesen's equipment

Our commitment to supporting our customers' business goes beyond building robust, reliable equipment and seamless integrated systems. It includes a strong commitment to your ongoing success and making sure we keep you running – with 24/7/365 support for every project, every customer.

The customer service team at Friesen's – three teams working together – represent an important part of our business success.

Here's an inside look at our three core service departments, and the people charged with running them.



Casey Gilbertson | Customer Support & Training Lead

- Lives in Cotton Lake, MN
- Married, with three children (including one foster child who they're hoping will soon become a permanent member of their family)
- **Hobbies:** Constant tinkering (house, pontoon boat, lots of small engines)
- **Interesting fact:** If something is broke, Casey will find a way to fix it

Casey is usually the first person our customers interact with when a question comes up or a service need arises. He's a troubleshooter who knows how to get things done quickly.

"The quality of service and support should match the quality of the equipment, and we take pride in living up to those standards."



Tom Hunter | Installation & Service Manager

- Lives in Detroit Lakes
- Married to Page Hunter
- **Hobbies:** travel, classic cars, his black 1970 Mustang
- **Favorite sports team:** Pittsburgh Steelers
- **Interesting fact:** Tom is a US Navy, veteran (retired, has visited six continents, and he has swum in every major ocean)

Tom is the connector between multiple departments. He oversees the sales and service relationship to make sure that his field team is in sync with everything needed for a smooth and efficient installation of new systems and equipment.

"Our job is to give our customers everything they need – from training to schematics and maintenance support."



Jonah Witt | Inside Sales Team Leader

- Lives in Detroit Lakes
- **Hobbies:** Hunting, fishing, hiking
- **Favorite sports team:** Minnesota Vikings
- **Interesting fact:** Jonah grew up on a dairy farm

Jonah heads up the inside sales team and is your primary contact when it comes to ordering parts. He recently celebrated his 20th anniversary working at Friesen's.

"Every so often we'll get a customer who needs help with old equipment we don't make anymore, but we always find a way to get them running again."

Milestones

We're fortunate to have lots to celebrate here at Friesen's. With 130 employees, it's no surprise that we celebrated a few anniversaries at this year's annual Employee Appreciation Party in March. We'd like to tip our hats to some standout employees who have been with us for a long time.

We had a number of employees celebrating their 5-Year work anniversary with us, including Brandon DeSautel, Brandon Ketter, Curtis Beaman, Daniel Evenson, Elliott Shepard, Jacob Lehmann and Isaac Perry.

We thank you for your dedicated service!

Special shoutout

To our outstanding welder, John Lemoine, who recently retired from Friesen's. Pictured here is Brett Friesen expressing a few words of appreciation for John's many years of commitment and excellent work.



40 years ▶ Rodney St. Claire | Welding

20 years ▶ Jonah Will | Inside Sales

20 years ▶ Geoffrey Hauan | Estimation Engineer

15 years ▶ Andrew Friesen | Sales

15 years ▶ Jason Vandermay | Controls Engineer

15 years ▶ Mark Boulware | Shipping & Receiving

News & Notes

Season of Giving

Over the years, Friesen's and its employees have made consistent efforts to get involved with and give back to our community. As Brett Friesen says, "We're part of a small, tight-knit community here in Detroit Lakes. We think it's important to participate in what's going on here, and to help those people who need it. They're our neighbors and friends."

This November and December, Friesen's team members, along with family and friends, will join in three company-organized efforts: Warm Weather Clothing Drive, Christmas Toy Drive and Winter Food Drive. All donations will benefit local charities like The Food Shelf, Mary's Place and Lakes Crisis & Resource Center.

Thanks to all our friends and co-workers for your generous giving! We believe we can make difference by working together to help others.

Friesen's 2024

Summer Intern Program

Started in 2010, each year Friesen's brings in a new group of college students to provide real world manufacturing work experience.

"The program has been a huge success for both Friesen's and the students who have participated," says Adam Dunnigan, Friesen's Director of Engineering, who heads up the intern program. "Several students have joined Friesen's team full time after graduating, and they are a huge part of our success."

Good luck to our Class of '24 Intern Group! We hope to see you again down the road.

- Ethan Lundberg | Welding
North Dakota State College of Science
- Aiden Warne | Electrical/Controls
University of North Dakota
- Joshua Garcia | Electrical/Controls
University of Alabama – Huntsville
- Carl Ekre | CNC Machinist
North Dakota State College of Science

Enjoy our Company Video

Just released this month, the 3-minute video shines a light on Friesen's business and our company's culture. It includes some great shots of local scenery, plus in-depth insights into what makes Friesen's tick...and why our customers like doing business with us.



Enjoy it here!

Local Action

The annual Water Carnival is always a highly anticipated summer event here in Detroit Lakes. It's 10 fun-filled July days with activities for the whole family. It kicks off with Bash on the Beach and ends with Parade of the Northwest with lots of activities in between. Friesen's was well represented this year, as we sponsored two teams in the Water Fights!

We're fortunate to reside in a wonderful town like Detroit Lakes. It has a strong community vibe, with lots of fun activities year-round. The scenery is hard to beat! That's why we love when our customers come visit – we can show off all the great things our community has to offer.



**GOING BEYOND
EXCELLENCE**



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