



Fresh, by Nature. 

**80 YEARS**

*of*

**FAMILY · FRIENDS · LOYAL CUSTOMERS**

*and lots of*

**GREAT MILK & ICE CREAM!**



**80** **th ANNIVERSARY**  
1937-2017



Fresh, by Nature. 

**80**<sup>th</sup> ANNIVERSARY  
1937-2017

## *Just where did all those years go anyway?*

Ask 10 people what Kawartha Dairy means to them and you'll get 10 different answers. To a 3rd generation cottager, it's the go-to treat when heading to town on a rainy Saturday afternoon, while Bobcaygeon residents know it as a place that seems to have always been a part of the landscape.

To local dairy farmers, it's where their milk is shipped and turned into a variety of fresh dairy products that they, in turn, can buy in nearby stores. To summer travellers heading up Highway 35, it's the place in Minden with the line-ups, that they may choose to join or pass by, wondering what all the fuss is about. Further away, it's a still unknown brand of ice cream that many are trying for the first time. And to the family that started it all, it's not only a multi-generational business that continues to change and grow, but the source of much pride and unity.

There's an old saying that the only constant is change. There's been lots of that over the last 80 years at Kawartha Dairy and we wanted to share some of that with you.



*Kawartha Dairy's first tanker, a 1956 GMC*

# 1930's

Started in Bobcaygeon by Jack and Ila Crowe in 1937, Kawartha Dairy's first products were milk and cream. Their first refrigeration system was simply blocks of ice cut from the lake, and delivery was by horse and wagon.

Jack learned to be a dairyman at Oshawa Dairy. When he started Kawartha Dairy, it was a modest white-framed building consisting of three small rooms. Milk bottles were washed by hand and a steam engine created heat to process the milk.



*Mid 1950's Divco home delivery truck*



# 1940's

Their hard work over the previous ten years started to pay off and in 1942 Jack and Ila bought Murphy's Meadowbrook Dairy, the only other dairy in Bobcaygeon at the time. It was situated on the site of the present day Kawartha Settlers' Village. People remember well when Jack broke his leg while training a new horse and Ila picked up the slack without missing a beat. Packing up their children, she'd first pick up milk from local farmers and later drop off bottled milk to their home-delivered customers.

*Prepaid tickets allowed for a speedy, cashless home delivery.*



*Before homogenization, the cream would float to the top of the milk, which gave birth to the "cream top" bottle. Promotional spoons were given away by many dairies to remove the cream.*



*Post war marketing had a look that, at the time, was new and fresh.*



*Typical horse and wagon delivery, 1940's*

# 1950's

An American entrepreneur set up an ice cream making venture in Bobcaygeon in the early 1950's, no doubt seeing the potential of the frozen treat in the popular summertime town. While it got off to a promising start, he lost interest after several years and the business closed down. Having worked there occasionally, Jack Crowe had learned the basics and worked out an arrangement to continue using the facility to make ice cream for Kawartha Dairy. In the mid 50's, Jack left town and travelled to the Ontario College of Agriculture in Guelph to take a course devoted to ice cream production techniques. There he took his knowledge and skills to the next level and a whole new era at Kawartha Dairy began.



*Milk bottles from all dairies at the time regularly featured themes of healthy children and the women who were primarily caregivers and home makers.*



*2016 International ProStar  
in front of the Bobcaygeon plant*



# 1960's

In 1960 Kawartha Dairy opened the Minden store to better serve that part of the area. Run by the oldest son Don, the dairy bar and milk depot was a big hit. All the milk and ice cream was made in Bobcaygeon (and still is) shipped to Minden daily.

In the wake of the dairy bar's success in Minden, a store and office space was added to the front of the Bobcaygeon plant. As Canadians celebrated their country's centennial, Kawartha Dairy changed from milk bottles to cartons.

Meanwhile, the Minden store was tripled in size to keep up with demand. The addition of outdoor walk up windows proved to be immensely popular with summer visitors.

The legend of the line up was born.



*Two early examples of Hamilton-Beach mixers, the true work horses of the milkshake world.*



*Minden store, late 1960's*



*The battery powered 1956 Divco 374 home delivery van*

# 1970's

In 1972, conveyor belts and two more refrigeration rooms were added to the Bobcaygeon plant, along with an expanded and updated ice cream room. Just as all of these improvements were enhancing production, a devastating fire destroyed much of the Bobcaygeon operation in 1975. The fire started early in the morning and did extensive damage but luckily spared the family home. The origin of the fire was never determined.

Reconstruction began immediately and production at the dairy resumed again in relatively short order.

*Aftermath of the  
1975 fire*



*Promotional  
thermometer*



*Early 1970's  
ice cream packaging*

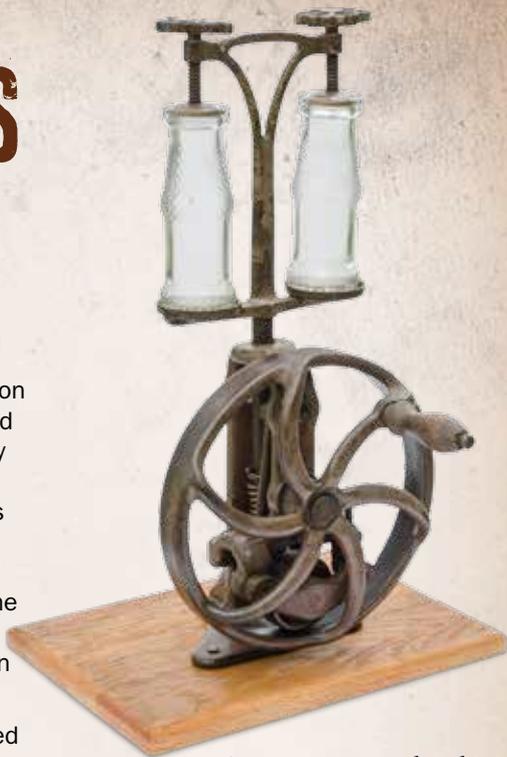
*1951 Chevrolet panel van*



# 1980's

In 1985, Bancroft Dairy was purchased by KD, bringing the number of stores to three. Also used for a depot, the new location supplied the region with milk and ice cream, as well as other dairy products. The trend of smaller dairies selling out to larger ones or just shutting down altogether continued for the next couple of decades. It brought an end to the time when most small towns in Ontario had a local dairy, or even several, to call their own.

By this time a fleet of refrigerated trucks was delivering milk, ice cream and other dairy products to places further away, like Huntsville, Oshawa and Port Hope.



*Any guesses as to what this is?  
(Answer is upside down on bottom of this page).*



*A new Bancroft location opened in 1995.*



*2015 International ProStar*

*An early 1900's hand cranked milkshake machine.*

# 1990's

The Dairy Barn in Lindsay was added to Kawartha Dairy's growing group of stores and outlets.

The innovative drive thru location provided real convenience, catering to people who needed to pick up milk - and maybe a treat - on the go!



*The company's first bagged milk line, installed in the 1970's.*



*Jack Crowe producing ice cream, late 1970's - mid 1980's.*



*Founder Jack Crowe's typical day started in Kawartha Dairy's 1956 Chevrolet tanker, picking up milk from local farms. He then spent the afternoon making ice cream with it.*



# 2000's

In 2000, a new Kawartha Dairy logo was unveiled and put on all products, signs and trucks. A fifth store was opened in 2002. Located in Uxbridge, it catered to people closer to the GTA who were looking for the dairy's products.

In 2005 the Huntsville store opened. Walk-up ice cream windows, drive-thru service and a grassy spot to sit outside and relax with a cone, made the new store an instant landmark.



*Glass bottles and home delivery necessitated the need for a sturdy carrier to help prevent instances of dropped bottles and spilled milk.*



*Vintage KD promotional signs*



*A cone sign sporting the new KD logo.*



*Kawartha Dairy founders Jack and Ila Crowe, with a 1929 Chevrolet panel van*

# 2010's

The last 10 years have seen the most growth yet for the dairy in its 80 year history. New stores opened in Peterborough, Barrie and Orillia, bringing the total to 9. Increased distribution of the company's products, particularly ice cream, means you can find it from Windsor to Cornwall and from Niagara Falls to Sault St. Marie. To support this growth, a new warehouse and distribution centre will open later this year in Bobcaygeon, streamlining operations and helping to make the company more efficient for years to come.

The Crowe family wishes to thank all those who have supported KD over the decades, by purchasing their products and carrying them in their stores. Last but not least, thanks to the many employees who have been such a part of its success. We're looking forward to the future and sharing more success and great products with everyone.



*Bobcaygeon plant and store  
from the air 2015*



*Bobcaygeon plant and store*



*New distribution centre in Bobcaygeon  
- opening fall 2017.*

*1929 Chevrolet panel van  
in front of a 2012 International*



# Jack and Ila Crowe



Jack and Ila Crowe, founders,  
Kawartha Dairy



Fresh, by Nature. 

**80**th ANNIVERSARY  
1937-2017

[kawarthadairy.com](http://kawarthadairy.com)

Bancroft  
Barrie  
Bocayneon  
Huntsville  
Lindsay  
Minden  
Orillia  
Peterborough  
Uxbridge

