



Groupe Martin and Maheu&Maheu, working together for over 25 years

By Michel Maheu, B.Sc., Biologist

In July 1967, brothers Claude and Marcel Martin opened their first St-Hubert takeout counter at Place des Chênes near Québec City's Le Colisée. They recorded sales of \$200,000.

A second counter was opened in 1972 in Ste-Foy. Villeneuve and Lévis followed in 1973 and 1975 respectively. The Lévis location featured a small space where people could bring a stool and sit down to eat. In some ways, this concept was the forerunner of the "express counters." In 1979 the two business partners opened their first eat-in restaurant on Boulevard Henri-Bourassa in Charlesbourg. With their businesses growing constantly, Claude et Marcel Martin Inc. set up shop on Rue Lee near Parc Victoria, where they prepared salads and desserts for their restaurants and started a catering service in 1980, Buffet Martin.

In the early 1980s, the Martins picked up the pace, adding new restaurants on Boulevard Hamel and Boulevard Laurier, as well as in Beauport and Ste-Foy. The years passed, and the restaurant concept proved more popular than the takeout concept. Three new restaurants were opened between 1985 and 1990, featuring takeout counters as added amenities.

The year 1995 marked the arrival of restaurant-bars, which have played a key role in St-Hubert's success. The Martin family saw an opportunity to provide new impetus to the business with this concept. As the Boulevard Laurier restaurant was due for renovation, the Martins built a restaurant-bar in addition to the family dining room. The formula was an immediate hit. Because the Laurier restaurant served as the group's barometer and flagship, it was decided to bring the concept to other restaurants. As Pierre Martin mentions, "we have reopened our restaurants and converted one per year."

More recently, a pair of Martin cousins (Claude's two sons and Marcel's two sons) opened the St-Nicolas restaurant in 1998 and the one on Rue Jules-Verne in the borough of Laurentien in 2002.

Family equality

When we asked Mr. Martin to tell us the positions of family members in the organization, he responded "No Martin brother or cousin is the boss of the other, we work as a team. This is more or less the philosophy with which Claude and Marcel welcomed us into the business, in my case going on 25 years full time. They've always given us lots of leeway. Since I was the oldest, they gave me responsibilities before the others". Even though there is no real hierarchy, the Martins nonetheless have clearly defined roles. Denis is particularly involved in the operations of Martin Dessert and oversees the group's marketing. Jean heads restaurant operations. Louis takes care of purchasing and Pierre manages human resources and business development.



Martin Dessert succeeds Buffet Martin

In 1998, the Buffet Martin catering service was sold to Buffet Maison. The Martins decided to reposition themselves in the frozen dessert market. In the words of Pierre Martin, "We decided to focus on frozen desserts, as with them we are not limited to the local market and it is easier to think Canada-wide, and even export to the U.S."

The subsidiary Martin Dessert prepares traditional and creamy coleslaw for all St-Hubert restaurants in the Québec City region. The plant was refurbished to prevent any cross-contamination between the coleslaw and dessert preparation sectors.

"We're gradually moving to online production with HACCP in order to be certified even before it becomes a regulatory requirement," says Isabelle Fleury, laboratory and quality control manager. Martin Dessert primarily provides frozen products for various markets, from the "food services" line to more gourmet products. "We are constantly coming up with new taste treats, and in the short term we want to produce desserts that contain no traces of nuts," states Ms. Fleury, who has been with the company for five years.

Obviously enough, Martin Dessert is a supplier to the St-Hubert chain. Before 1980, all desserts were provided by local businesses, which hampered uniformity. When the chain decided to create a single dessert menu, the Martins thought this meant the end to their role as dessert supplier, even in their own restaurants! But they succeeded in turning this crisis into an opportunity by developing a frozen mille-feuille pastry that could be delivered to all restaurants without affecting freshness. They sold their vision so well that the chain had no other choice but to keep them as suppliers. Today, they prepare six products for all St-Hubert restaurants, including the famous sugar pie.

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Heard about Flour Beetles? (Part 1)

By *Guilaine Pageau, M. Env.*

There are several species of triboliums (see sidebar). The most widely known are the Confused Flour Beetle and the Red Flour Beetle—two species that look alike, but which you shouldn't get confused! Small beetles of the *Tenebrionidae* family, triboliums are holometabolic, which means they undergo a complete metamorphosis during their development: egg, larva, pupa, and adult. The adult is a small reddish brown beetle that is just over 3 mm (1/8") long. The larva resembles a small yellowish worm around 6 mm (1/4") long. Triboliums do not have small "teeth" on either side of the thorax, as do the Sawtoothed Grain Beetle and the Merchant Grain Beetle, with which they are often confused.

From a morphological point of view, the difference is not obvious to the untrained eye. But a difference does exist, and pest management professionals must be able to identify the species!

Why must we distinguish them?

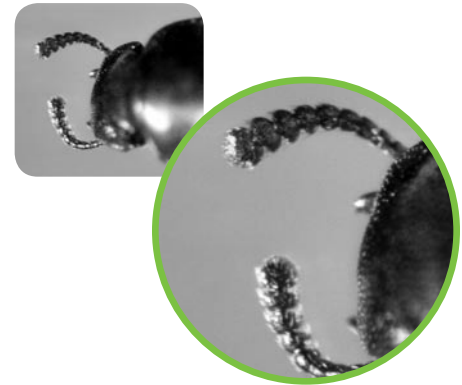
Confused Flour Beetles cannot fly whereas Red Flour Beetles can. The latter can therefore infest other areas fairly easily. This is why it is important to clearly identify the specimens.

How can we distinguish them?

Obviously, seeing an insect in flight will greatly facilitate identification. Otherwise, the antennae of adult specimens can help us tell the difference. Can you spot the difference by comparing the antennae in the following photos?

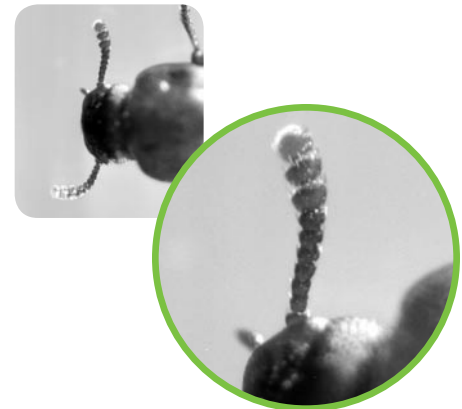
Confused Flour Beetle

Note how the size of the antenna segments increases regularly.



Red Flour Beetle

The increase is not as regular. Compare the fourth last antenna segment with the third last. There is a marked difference in the size of both segments.



We can never say it often enough: pest identification is the key to solving pest problems! ●

In the next issue: their development, their behaviors, and control tools.

ENGLISH NAME	LATIN NAME	FRENCH NAME
Red Flour Beetle	<i>Tribolium castaneum</i>	Tribolium rouge de la farine
Confused Flour Beetle	<i>Tribolium confusum</i>	Tribolium brun de la farine
American Black Flour Beetle	<i>Tribolium audax</i>	Tribolium noir d'Amérique
European Black Flour Beetle or Black Flour Beetle	<i>Tribolium madens</i>	Tribolium noir d'Europe ou Tribolium noir de la farine
Large Flour Beetle or False Black Flour Beetle	<i>Tribolium destructor</i>	Tribolium de la farine
Giant Flour Beetle	<i>Tribolium brevicorne</i>	(no given name)

Note: The French and English name can vary depending on the source.

Did you know that the tribolium is on its way to becoming the 2nd most popular genetics insect model behind the legendary drosophila?

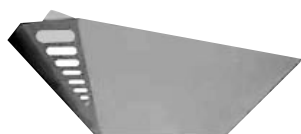
The small size (adults are 3 mm), short lifecycle (lab setting: 3 weeks from egg to adult), and small genome of the tribolium have made it a subject of choice for researchers!



Light traps: More than a capture tool

New light traps available in Canada

Maheu&Maheu has signed a distribution agreement with P&L Systems, Europe's largest light trap manufacturer. The Luralite line for the food services and retail food sectors is now available in Canada. The Professional model (Luralite Pro)



generates 30 watts of UV light using two 15 watt tubes, while the Cento model,



which is ideal for restaurant dining rooms, uses an 18 watt fluorescent tube. The Luralite Pro is white and the Cento model is available in white and gold. These light traps use a large sticky surface to capture insects, which are not visible once caught.

By Bernard Rodrigue, B.Sc., Biologist

Light traps are not only useful for removing flying insects from your establishment. If you take the time to analyze their contents, you will also learn a lot about problems that would otherwise have long gone unnoticed. Here are a few examples...

IF YOUR LIGHT TRAP CONTAINS...

LOOK FOR...

- **Rove Beetles** A pierced drain pipe (probably).
- **Moths** A door left open. There may also be an uncovered lamp above this door.
- **Midges** Inadequate screens. These insects can often pass through regular mosquito screens. A door simply may also have been left open.
- **House Flies** A development site inside or outside.
- **Dermestid Beetles, particularly Carpet Beetles in the summer** Flowering plants near the building.
- **Dermestid Beetles in the Winter** An interior development site. This is a good reason to keep your light traps in working order throughout the year. Be sure to clean them regularly, as Dermestid Beetles can feed on dead insects in the traps.
- **Mayflies and Caddisflies** An open door or poorly located exterior light.
- **Hairy Fungus Beetles** Foodstuffs spilled outside.
- **Winged Ants** An ant nest, perhaps under a floor.

In short, by understanding the biology of captured insects, you can quickly find the source of the problem and correct it before it becomes serious... ●

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No compromise when it comes to customer satisfaction

Food safety and plant cleanliness are priority concerns for the Martin family. To this end, preventive microbiological analyses of the cabbage used in the coleslaw and the cream filling used in the mille-feuille are conducted on a regular basis. It goes without saying that the St-Hubert chain has extremely demanding policies regarding the cooking of its chicken. Chain president Jean-Pierre Léger is deeply committed to innovation and has very precise ideas of what he wants to offer customers. He “sold” grain-fed chicken to his partners, despite the fact that it costs more. St-Hubert’s goal is clear: they want to set the standard in their industry. And the next step is antibiotic-free chicken.



From left to right: Jean Martin; Pierre Martin; and Louis Martin

To protect their reputation, Claude and Marcel Martin entrusted the task of pest management in their establishments to Maheu&Maheu over 25 years ago. When we asked Pierre Martin what principal benefits this business relationship offers, he responded “I won’t hide the fact that your competition has often approached us, but you offer personalized service, you maintain close ties with your customers,

and you’re there when we need you for special situations.” He also praises Maheu&Maheu staff: “In the past it was Mr. Beaudoin, now it’s Gary Birnie whose help I really appreciate. Your employees are truly dedicated.”

GROUPE MARTIN AT A GLANCE

Areas of Activity

Food services (St-Hubert), frozen desserts (Martin Dessert), real estate (Immeubles Martin)

Number of St-Hubert restaurants

10

Shareholders

Martin family

2004 sales of the 10 restaurants

\$40 million

The future: “What do you want?”

In the short term, the Martins are considering turning the Chemin Ste-Foy counter into a “St-Hubert Express” that would provide drive-through service, a dining room for quick meals, and exterior seating. “In terms of Martin Dessert, we want to strengthen our position as supplier while conquering Canada as a whole,” says Pierre Martin.

Brothers Claude and Marcel have gradually reduced their involvement, but still remain active and present in the company. The second generation is now firmly at the wheel, with the third ready to get its feet wet part time to soak up the family culture. ●

One of our own: Gary Birnie

He was mentioned in *issue 16*, when we announced his appointment to the position of business development manager. So now let’s get to know Gary better.

Despite his English name, Gary is a Québec City boy through and through. After 19 years with the company, he has been around and seen it all. A driven, determined, and combative type, Gary does his utmost to exceed customer expectations. He was the first technician at the Montreal regional office, a “mouse wrangler” as he says, as Maheu&Maheu built its reputation in the metropolis by solving mice problems.

Gary is always quick with a joke and spreads good cheer wherever he goes. A music lover in his spare time, he will expand your knowledge of jazz. In fact, this sound “addict” likes nothing more than to get a real earful!

To add to his already impressive social repertoire, Gary has decided to take up golf. Patient and optimistic by nature (he is also a member of the Optimist Club), he has the basic qualities to succeed in this “game,” where your biggest opponent is yourself. ●

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From left to right: Bernard Rodrigue; Gary Birnie; and Martin St-Pierre

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