

## Maplehofe Dairy

(Continued from Page A1)

sons were growing up he got the idea that expansion into a farm market was a logical way to keep the family on the farm and busy

Today there are 110 cows in the Maplehofe milking string, mostly registered Holsteins

In addition there are 40,000 layers in production. About one-third of their output is sold in the farm store. The birds are in two cage laying houses, the older for 15,000 birds and the newer with 25,000

Each of the sons has a specific area of responsibility. Samuel is in charge of breeding and the cows. Elvin takes care of processing, egg grading and the heifers. Merle's main responsibility is the store, although he also does some milking. Calvin, still in school, also works with the egg operation.

Merle's wife Denise works fulltime in the store and Sam's wife Anna Mary does the bookkeeping for the operation.

The store's philosophies are simple, Merle says. The Glicks emphasize quality, feeling that brings in the repeat sales.

They like to offer good prices, but won't sell the cheapest item. If someone is looking for cheap ice cream, for instance, they should go to the supermarket for a no-name brand, Merle points out.

Glicks try to keep the store as clean as they can. They feel the shop's atmosphere will suffer if their spotless approach were let go.

They sell fresh goods, too, especially sweet corn and cantaloupes they carry in the summer months.

Merle says he feels using Pennsylvania products helps. And the Maplehofe operation is a showplace of farm promotions and of Pennsylvania farm products.

Milk, of course, is the mainstay. The milking herd completed last year with a DHIA record of 14,921 pounds milk and 552 pounds fat. Most of that production is sold in the store's dairy case.

Maplehofe moves about 3500 gallons of whole, skim, and chocolate milk during its six-day work week.

Ice cream is a big mover in the summer months. The homemade ice cream is dipped in 30 different flavors at Maplehofe.

About 2500 dozen eggs produced on the farm are sold weekly at the store. Egg prices are kept about 10 cents below supermarket prices.

That assures sizable volume in the shop. The rest of the layers' production goes to Hess Foods in Ephrata, according to Elvin.

Pennsylvania potatoes are popular in the store, although local potatoes were a bit harder to find this year than in past seasons.

The store also features vegetables and fruit harvested from neighboring farms. Assorted candy, noodles, and locally baked goods also are featured.

Maplehofe buys sugar in two to three ton lots for use in its fruit drinks. But the family also bags smaller lots on their own, finding it is possible to keep prices down on this now-expensive staple.

Also on the sweet side are jellies and honey.

Bologna and hamburger are popular items. The meats are processed by Stoltzfus Meats in Intercourse.

Merle says he likes to work on volume rather than price. The large volume allows him to trim margins closer and still maintain profits.

Maplehofe does little advertising but relies on word of mouth to spread the story of fresh products and good prices.



Maplehofe Dairy Farm's retail operation at R2 Quarryville was one of three farm outlets honored Monday by the Certified Retail Farm

Market Division of PFA. The jug milk operation is run by Aaron S. Glick and his sons.

Inside the bright farm store hang posters promoting Pennsylvania apples, eggs, potatoes, and — of course — dairy products.

The dairy store is a member of the Retail Farm Market Division, a program supported by farmers to insure maximum standards of service and satisfaction to customers.

Markets which meet the standards of excellence display the blue and yellow Certified Retail Farm Market sign on the premises.

There generally are two women working the stores weekdays and three on duty Fridays and Saturdays.

The shop is open 8 a.m. to 9 p.m. five days a week and from 8 a.m. to 6 p.m. on Saturdays. Come the Summer ice cream season, the store will stay open until 9 p.m. on Saturdays, too.

Behind the farm store and over the hill is the heart of the farm — the dairy barn and the laying houses.

Cows are kept in a 101 stanchion barn. Dry cows go up to the heifer barn where there are an additional 11 stalls.

The new barn makes working a lot easier at Maplehofe. It has been up for about four years.

The egg business boasted one of the first cage laying operations in the County when it was put up 20 years ago. At that time, 15,000 birds was a sizable flock, too.

With the new house, nearly three times as many layers are producing at Maplehofe.

The entire operation, though, is geared to the customer who comes in out front.

That philosophy earned Maplehofe its Hall of Fame Award this year.



Eggs are picked out fresh daily from the cage laying house. About one-third of the 40,000-bird production is moved through the dairy store. The rest is sold to a dealer.

## Shenot Farm wins marketing honors

WEXFORD — Shenot Farm Market of R3, Wexford Run Road, Allegheny County, has received the 1980 Hall of Fame Award from the Certified Retail Farm Market Division of the Pennsylvania Farmers' Association.

The award was presented to Bill Shenot and son, Ed, his partner, by Ron Rohrbach, chairman of the Certified Farm Market Council.

The inscription stated, "In recognition of exemplifying the Retail Farm Markets Division

criteria for membership and offering high quality products grown by a bona fide agriculturalist."

The award was presented during ceremonies Monday, at the Pennsylvania-Maryland Roadside Marketing Conference held at the Gettysburg Sheraton Inn. Whispering Springs Fruit Farm of Snyder County and Maplehofe Dairy Farm of Lancaster County also received Hall of Fame Awards.

Shenot Farm Market, located near Wexford in northern Allegheny County, is a seasonal outlet featuring a variety of farm products which are nearly all home-grown. The 125-acre farm which supplies the market provides fruit, sweet corn and other vegetables.

The market is a member of the Retail Farm Market Division, a program supported by farmers to insure maximum standards of service and satisfaction to customers.

Markets which meet these standards are easily identified by the display of a Certified Retail Farm Market logo on the premises.



## Whispering Springs wins retail award

MT PLEASANT MILLS — Whispering Springs Fruit Farm of R1, Mt. Pleasant Mills, Snyder County, has been presented with the 1980 Hall of Fame Award from the Certified Retail Farm Market Division of the Pennsylvania Farmers' Association.

The award was presented to farm market owners, Larry and Jeanne Sierer, by Ron Rohrbach, chairman of the Certified Farm Market Council.

The inscription stated, "In recognition of exemplifying the Retail Farm Markets Division criteria for membership and offering high quality products grown by a bona fide agriculturalist."

The award was presented during the ceremonies, Monday, February 16, at the Pennsylvania-Maryland Roadside Marketing Conference, held at the Gettysburg Sheraton Inn.

Maplehofe Dairy Farm of Lancaster County and Shenot Farm Market of Allegheny County also received Hall of Fame

Awards

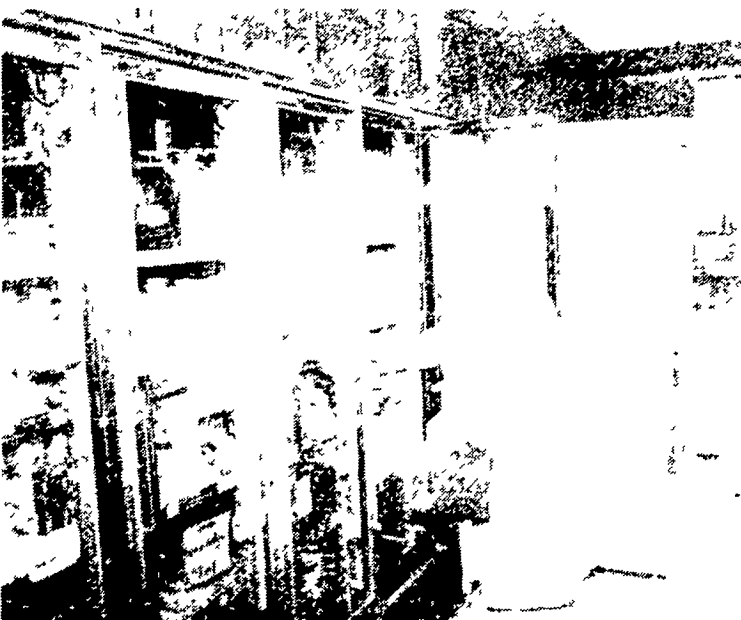
The year-round farm market, located off Route 104 near Mt. Pleasant Mills, is supplied by a 405-acre farm which includes 350 acres of fruits and berries. Most of the berries and all cherries are sold on a pick-your-own basis. In addition, 35 beehives supply honey for the market.

The market is a member of the Retail Farm Market Division, a program supported by farmers to insure maximum standards of service and satisfaction to customers. Markets which meet these standards are easily identified by the display of a Certified Retail Farm Market logo on the premises.

The division is a member service of PFA, a general farm organization with over 22,800 family members. In addition to establishing retail farm market quality guidelines, the division also provides services to its 130 member, statewide, for their customers.



Elvin Glick restocks the egg case, updating the stock of 2500 dozen eggs moved each week. Note the promotional posters in the foreground above and around the fresh fruit display.



Milk sales, at the rate of 3500 gallons per week, are the mainstay of the Maplehofe Dairy business. But the store also sells a variety of other farm products.