

# J.V. Farm places stock

**BY DEBBIE KOONTZ**  
DOUGLASSVILLE — "If you're going to do something, do it right." His own words, the epitome of his lifestyle, have left their mark on everything Jesse E. Terry, Polled Hereford breeder from Berks County, has done on his seven-year-old farming operation. At first glance — and almost every glance thereafter — everything on the farm seems to be done 'right,' or at least done for a very good reason.

A visitor to the J.V. Farm (named for Jesse and his wife Verna) gets his or her first taste of this commitment when they pull onto the driveway off the meandering country road called Route 562. The entrance is graced on both

sides with an iron fence held in place by a red brick base, the half-mile driveway is paved and bordered by huge, lush green trees, and the winding drive offers the visitor such sights as grazing cattle, a large, lazy pond, and finally a spotless, kempt farm — the perfect scene for a picture postcard.

"Picky" is the word many visitors might ascribe to Terry's style, but this tall, robust farmer, sporting Wrangler jeans and a JV-inscribed belt, prefers to consider himself 'meticulous.'

When the Terrys decided to go into farming full time, they looked at 90 farms before deciding on the now J.V. Farm, and said Terry, he took advantage of his flying ability

to help himself find the 'perfect' farm.

Meticulous? Yes. "I have my own plane so I would fly around looking for a farm. I picked my farm because of the land...I wanted good ground to farm. That was the big priority. When we first moved here, this farm was in bad shape, but we fixed it up," he explained.

Perhaps this drive for perfection came about during Terry's earlier

years when he ran his own retail oil heating home business, when he developed two industrial parks, or when he worked in developing housing. And of course perfection, when it meant the difference between survival and tragedy, was probably the goal of every Navy man in World War II — especially for this deep sea diving instructor whose duties were to teach young recruits how to escape submarines.

But this seemingly unwavering drive toward quality seems to belie Terry's personal people-oriented attitude and easy-going manner.

He proudly talked about the work he did with the Rotarians during the Agnes Flood of 1972. "We organized districts into helping other families. We helped 50 families revitalize their homes, and when we were done, we stood on the front porch and handed them the key to their home. We

never took bered. But shrugged it to help people making some little bright

Terry's v noticed, or Originally where he v his farm in industry in County, and from local b



This come-on-in view which beckons to curious passers-by, is the first taste of J.V. Farm that visitors get when they begin the trip down the winding road.



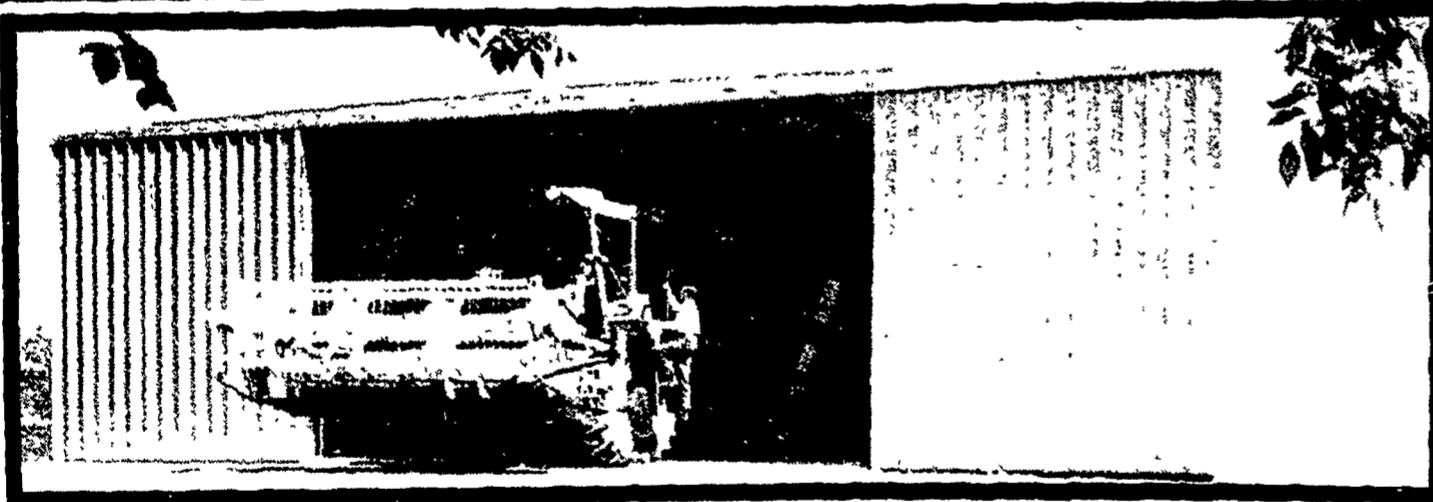
A visitor would have to look long and hard to find an unkempt area on the J.V. Farm in Douglassville, Berks County. The buildings are kept painted, the lawns in good order and the

fences maintained. Everything seems to be done for a pre-determined reason. And this technique is incorporated into his production practices also.

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