

Way-Har Farms

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son, William, built 5 calf hutches for his FFA project and convinced the Way-Har team to switch to calf hutches. "He does a pretty good job, he hates when someone else feeds them," Wayne states, also adding that now William does all the calf raising. Calves are tied at the hutches and given whole milk.

Every other day, Wayne uses the Way-Har tank truck to pick up the milk at the farm and take to the store for processing. The truck is used as a holding tank for processing and includes two agitators in it to simplify the process. White milk is in the greatest demand and first on the agenda in processing. The milk that is not used to fill their fluid milk demands in the store is taken to the Elizabethtown Creamery where it is made into the delicious Way-Har ice cream and delivered fresh to the store.

Jean Luckenbill, Store Manager since its opening in 1970 and Sandy Hess, Store Clerk, agree that Labor Day will see their biggest crowds and they must be sure to keep the grocery shelves and produce shelves filled in addition to the various milk and ice cream coolers stacked with the Way-Har delights.

"We'd be lost without her", Wayne states when referring to Jean. The ice cream parlor part of the store is kept very busy during the summer months "When the weekends are nice they really come for alot of the dipped ice cream," Sandy adds. Jean Luckenbill has charge of inventory as well as the various promotional specials run throughout the year. During June Dairy Month, milk and ice cream specials and discounts are emphasized during June and advertising is done weekly in all the area papers. Although Wayne states, "Milk sales are not what they used to be two years ago," he attributes this to the decrease in the population. "The schools are closing parents come in with 2 kids instead of 3 or 4", he adds. He also adds that they have always been pleased with the success of their store which is why the ice cream parlor addition was added in 1978. "We needed more storage", Wayne said. "It kept one person busy on a Sunday just keeping the freezers filled up", he said in referring to their decision to move the ice cream to the newer part of the store.

With 1000 + acres to farm on 5 different farms, a dairy store to manage, and a milking operation to oversee, duties are divided between the Leshers families. The father of the Way-Har team, Arthur, is the chief maintenance man and takes care of hauling the trash, fixing fences, and building repairs. Shirley, Wayne's wife, does the bookkeeping for the partnership and takes care of the payroll.

Wayne manages the store but does admit that he likes to do the planting and other field work the best. "Harold's good at the shop work", Wayne states and adds that he is the reason their equipment stays in such good shape. Busy fixing equipment at the time of this interview, Harold also does much of the field work on the well-kept Way-Har dairy.

Although William, Wayne's son does plan to attend Penn State in the fall to study Ag Business, he also takes an active part in the operation by raising the replacements and showing at various fairs. Franklin Stein, the uncle of the two brothers, lived on the original farm as a child and does his part in the Way-Har promotion by guiding many school children and their parents and teachers over the farm and explaining farm life to people on their first visit to a dairy farm. Approximately 15 additional em-



Employees at Way-Har include, from the left, Sandy Hess, Jean Luckenbill, manager, and Lucy Hoffert.

ployees are hired for the store and farm with additional help employed during the summer months.

The Way-Har team represents ingenuity and efficiency. Their farm as well as their dairy store

remains small when compared to similar operations but continues to be economical and profitable for these families. Being named "Outstanding Young Farmers" in 1969 by the Jaycees, and "Master



Harold Leshers is the family expert at equipment repair.

Farmers' in 1974, these two brothers and their wives and children continue to be excellent examples of the dairymen striving for a better life through the better marketing for their products.

So, to give yourself a treat, it

does not have to be a sunny day, it does not have to be a weekend, and it does not have to be bad for your health. Just make sure it is a dairy product and you will be guaranteeing yourself a nutritious, yet "udderly" delightful treat.



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