

From cow to consumer, Pine View

BY TRISH WILLIAMS
NEW DANVILLE — The change seemed like a real nightmare to Larry and John Hess and their herd of Holsteins when they moved from a run down 40 cow staunchion barn to a modern milking facility and started to process and sell their own milk.

"Nightmare" may be the word Larry Hess uses to describe the challenging transition the two brothers made in 1971. But rest assured the bold venture is bringing the young partners many a sweet dream today.

Larry in partnership with his father, David, was faced with the decision to renovate the old barn, build a new facility or continue to receive only \$5 per hundredweight. Desiring a long and prosperous future in the dairy business, the young dairymen opted to build a new facility and take on his brother as a partner.

In 1971 Larry and John built and opened Pine View Acres, a modern dairy store, milking parlor, processing plant, and free-stall barn, all under one roof.

"At first we didn't want to go to

sleep at night," Larry said. "It was such a big change, there was so many new things to remember, we were afraid we'd forget them."

The cows had to adjust to being milked in the new double three side opener parlor. Larry and John had to learn all the ins and outs of the new equipment and learn how to process flavorful high quality milk. And if that wasn't enough, they had to learn how to retail their own milk and stock a grocery store.

The stakes were high, but the Hess brothers had done considerable research on the business

Larry Hess



Through a glass window in the front of the milking parlor, customers can watch Larry Hess as he milks the cows.

Promoting good customer relations



Pine View Acres dairy store, is located on route 332, the New Danville Pike, four miles south of Lancaster.

venture for several years prior to opening. With their determination, good management, and a location on the well traveled New Danville Pike only four miles south of Lancaster, Pine View Acres has prospered.

Larry oversees the Pine View herd that now totals 118 cows with a rolling herd average of 16,000 pounds of milk. Housed in one large free-stall barn, the herd is divided into four groups. The milking string is split into high and low producers. Dry cows and bred heifers are in a third group, and unbred heifers are in a fourth group.

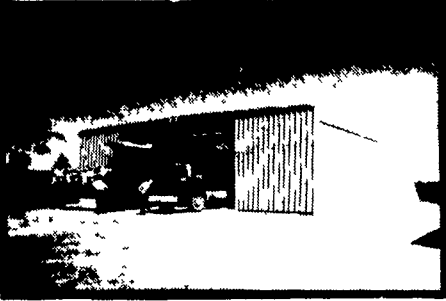
Larry caters to the individual feed needs of his herd with a Dairy-Tronic computerized concentrate feeder. The feeder mixes two concentrates, a 16 percent protein



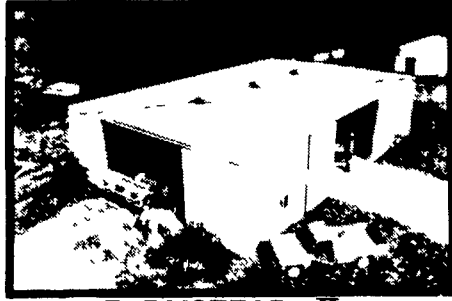
Housed in one large free-stall barn, the herd is divided into four groups. In the foreground, split into high and low producers, dry cows and bred heifers are at the far end of the barn.



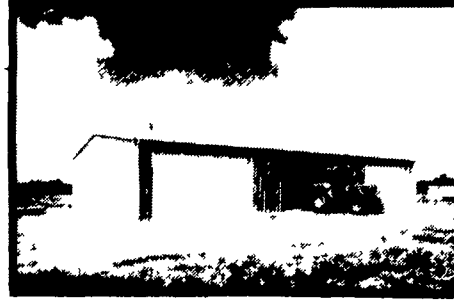
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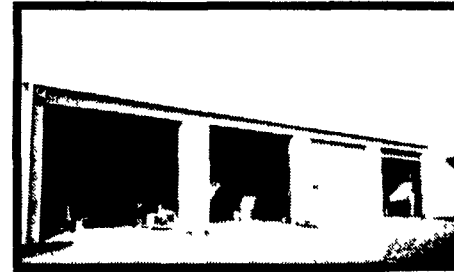


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