

# Acres has it all under one roof

John Hess



John Hess takes a couple half-gallons of ice cream he has made from the storage freezer to stock the freezer in the Pine View Acres dairy store.

To keep overhead low, used processing equipment was purchased when possible, and family labor is relied on to get the majority of the work done. At first John, Larry and his wife, Janet did all the work. Janet did all the record keeping and worked in the store. Due to increased patronage, Janet now has help in the store and Larry has a hired herdsman.

With the capability to process 400 gallons of milk per hour, John is still able to do all the processing himself. John processes milk four times a week in order to give customers the freshest farm milk around.

A fresh approach is also taken in packaging. Pine View Acres milk is marketed in a pitcher-pack. The milk is sealed in half-gallon plastic bags, which fit neatly in a plastic pitcher. The pitcher costs 79 cents and can be used repeatedly by the customer. When John and Larry decided on the pitcher-pack, they were sure if there would be a problem of consumer acceptance. But goods sales proved their fears unfounded. The ingenious system helps guard the quality of the milk better than some conventional packages because it allows air to be excluded from the opened bag and resealed.

John makes whole milk, skim milk, low fat milk and chocolate milk. The milkfat removed to make low fat and skim milk is added to the whole milk to give it a richer flavor. In the summer John also makes 300 gallons of ice cream, in the winter he makes about half that amount. Fruit drinks are made year, and Christmas and Easter he makes eggnog. Yum!

Everyone puts their heads

together when it comes to sales and promotion. A slump in sales after the Christmas holidays resulted in a rather inventive sales scheme. Pine View Acres offered customers a January White Sale, that gave them 10 cents off the price of a gallon of milk.

Calfs housed in hutches near the store are a big hit with kids of all ages, says Larry. Picnic tables for the customers are located along side of the store. Large glass

windows on the front of the milking parlor and the side of the processing room allow customers to see how the milk goes from cow to consumer. This good layout and customer relations heightens the farm fresh flavor of their products and enables the Hesses to draw customers who may have to drive past one or two convenience markets to get to Pine View Acres.

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## Computerized feeders



This computerized feeder mixes two concentrates according to the individual cow's nutrient requirements.

concentrate and high moisture ground ear corn, according to the individual cow's requirements. Installed and maintained by West Willow Farmers Association, daily rations can be adjusted on the system at a computer terminal in the farm office. Adjustments are made weekly for level of production and stage of lactation.

For roughage individuals in the milking string receive an average of 55 pounds of corn silage and ryeilage daily and five pounds of hay.

All this good feeding provides John, who specializes in processing, with plenty of work.

"I do most of the processing," John said. "Larry does most of the herd work, and we both do the field work. I really like the variety. Your not always working at the same thing."



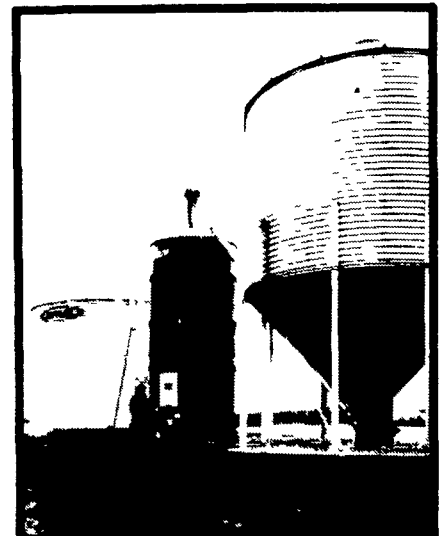
In the barn, the Pine View Acres milking string is in the hands of the top producers. Dry cow and milking string.

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