

# Shalom Farm

(Continued from Page A32)

creamery and made into ice cream to also sell in their store.

"One on the things in this economic system that bothers me is that everybody's playing with your money," Meyer states. With his methods, most of the sales are "over the counter." Money is received directly without the four to six-week holding period used by the large dairy plants. Meyer credits much of his success to their

location along Interstate 78, on the edge of Bethel, and also next to a trailer park. "We have never had a dissatisfied customer," he adds.

With seven sons and three daughters' Meyer also adds, "I wanted to teach my boys the work ethic." He says that in addition to watching and working with their parents, his children have learned respect for things.

"Being around livestock gives a person much more sense of

responsibility," he adds.

Meyer also does his own advertising with brochures, road signs and ad campaigns. "If dairy farmers would handle their products properly and advertising right, there wouldn't be a surplus," he maintains. Meyer added that if a farmer wants to direct market milk, he must improve the quality. He also advocates storing and serving milk in glass containers rather than anything else. They also like to keep their milk right at 32 degrees to keep the ice cold taste they have grown to love.

Obviously proud of his operation,

Meyer states that it takes a lot of diligence and attention to small details. Bigger is not always better," he states.

As his son, Joseph, adds, "it's a low budget operation, and it's a family operation."

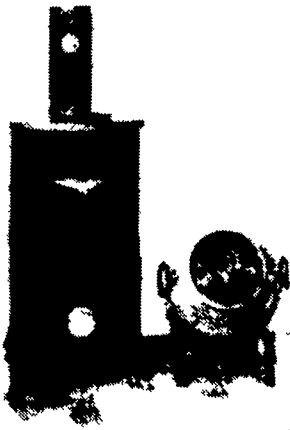
## Milk production increases

HARRISBURG — Milk production in Pennsylvania during February totaled 791 million pounds, up five percent from last year according to the Pennsylvania Crop Reporting Service. However, February 1984 contained 29 days compared with 28 days a year earlier, and the extra day

total milk production about 3.6 percent.

The number of milk cows in the commonwealth during February averaged 729,000 head, down 8,000 head from a year ago. Milk production per cow averaged 1,085 pounds in February, up 65 pounds per cow from a year ago.

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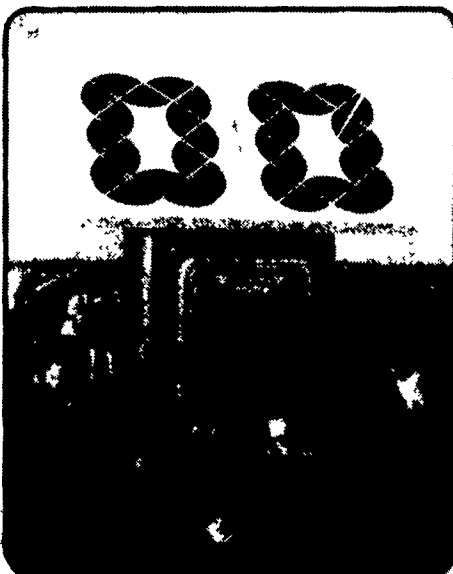
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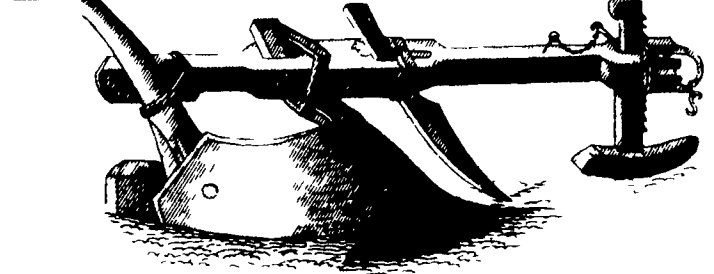
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