

Elmview Dairy Farm

(Continued from Page A22)

packaging includes information stating that "All Jersey milk contains more protein, more calcium, more phosphorus and more energy units than is found in any natural milk of the same milk fat content." And — the customer receives all of this at "No Extra Cost." So, the consumer learns that not only does this product taste good but it also is the best value for his or her money.

Milk is not the only thing sold in Elmview Farm's Store. Also offered is Jersey Jack cheese. This is a Monterey Jack type cheese made from All-Jersey milk. This cheese has a lower percentage moisture than average Monterey Jack which makes it easier to slice and extends shelf life. This cheese was first sold in Pennsylvania by Elmview Jersey Farm.

The cheese has become very popular in the Columbus area. Introduction of the cheese was carried out by planning a promotion with the county Dairy Princess. After this, people were asking for Jersey Jack cheese. The demand far exceeded Les's expectations and he sold out. He now sells about 40 pounds every two

weeks.

Also sold in the store is Jersey Burger. This is how Elmview markets cull cows. They have them butchered and the entire cow ground into hamburger. Customers have also found that Jersey Burger has an excellent flavor.

In addition, ice cream is available. This is made off the farm and is placed in their containers. Also available are maple syrup products produced locally, baked goods, jelly, honey and small convenience items.

The store is open 11 hours a day in winter months and 12 hours during the summer. During the end of the week it takes two clerks in the store to wait on customers.

Of course, marketing is not the only important aspect of this operation. Production is also critical to the success of Elmview Farms. The management of the Jersey herd is handled by David Curtis. The herd is fed a complete grain ration in pellet form while in the milking parlor. Corn silage is offered during the day and hay is available in the evening. During summer months the cattle are free to choose pasture or silage and hay in the barn.

The current rolling herd average is 10,900 lbs. of milk and 521 of fat. This is down from 11,500 lbs. of milk a year ago. However, the demand for their All-Jersey milk products has been so great that they added seventy heifers and have not culled hard.

A DeLaval milking system is used in a double-eight Herringbone milking parlor. From the milking parlor the milk is sent through a cooler and into a holding tank for processing. The milk is at 35 degrees when it comes to the holding tank which helps in maintaining a high quality flavor. The milking parlor was built with the customers in mind as it has an observation room which allows people to watch the milking without disturbing the cows.

The breeding program at Elmview includes AI using plus proof bulls. The Curtises do their own AI which has resulted in a 1.3 services/conception rate. Prior to this it was 1.5 services per conception.

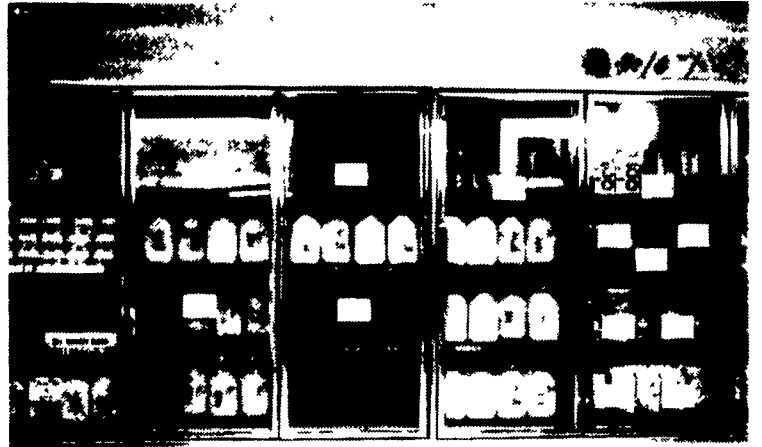
Production is critical but typy cows can also be found here. The Curtis family showed the champion of the District Junior Show in 1983.

The farm's buildings include the original barn which has stanchions and box stalls. This is utilized for cows freshening and any that need to be treated by the vet. It also provides excellent facilities in which to house heifers during the winter months.

With chill factors of 75 and 80 degrees below zero and an average of 200 inches of snow each year, management of calves and heifers is critical. During this past winter, the Curtises had neighbors who found calves dead in hutches.

The most recent buildings added are drive-through free-stall barns. Harold and Les traveled over the state looking at barns until they knew what they wanted. Their calf barn was built economically by contracting the shell and finishing the inside themselves. Built five years ago, this barn was less than one-half full when finished. It is now being utilized at more than three-fourths capacity.

All their plans have been set up with the potential for expansion in mind. Like their father before them, Harold, Les, and David have encouraged their children to become involved. Les has two sons who are active in the family



The Elmview Dairy Store offers a variety of milk and milk products for sale.



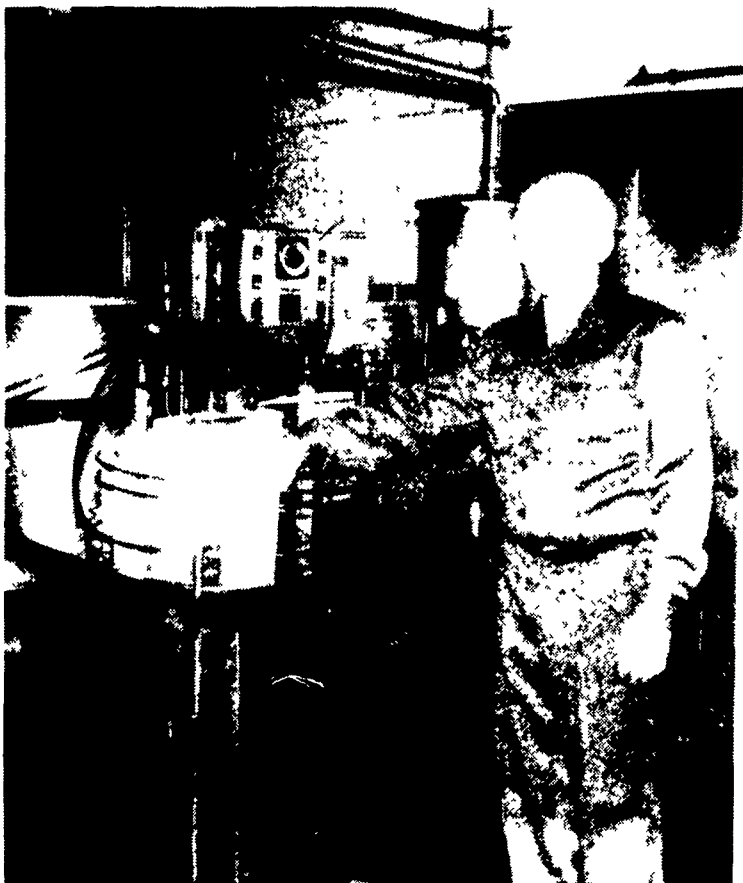
Jersey products sold in the Elmview Farm store include cheese, hamburger, cream, milk, ice cream and Elmview tote bags and T-shirts.

operation as are Harold's three boys. All of the children own cattle themselves. Les's son, Larry has acquired nearly 20 head.

A philosophy that is evident on the farm today is to allow the younger generation to try their ideas for change. They feel this is critical in maintaining their in-

terest. Also the boys are all paid for their work on the farm.

Carleton Curtis can be, and is, very proud of Elmview Jersey Farm. This three generation family has climbed a mountain with which the entire dairy industry is struggling.



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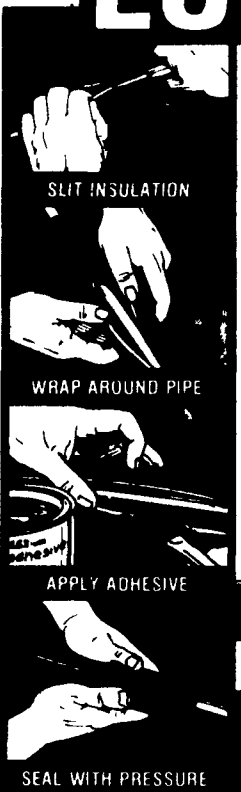
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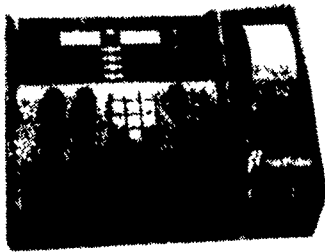
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