

There's Something Special About March Milk Sales At Kolb's Dairy

(Continued from Page A20)

fa, and the remainder in wheat, oats, barley, and soybeans.

Keep costs down

Kolb said he has been able to keep costs at the dairy down

through the years by purchasing used equipment and doing his best to maintain it.

But milk promotion is important to the family. They draw a great deal of their 50,000 customer base from the local town, Spring City,

and from Phoenixville and Pottstown. They advertise regularly in the local paper and use a billboard on Rt. 724 during the summer.

The store also sells its own Ice Cream (made by O'Boyle Bros. in Bristol) and manufactures its own egg nog.

Serves as producer

When he can find the time, Kolb serves as producer of a 30-minute weekend radio broadcast called Sunday School Meditations, which is broadcast to about 15 radio stations, including many regions in Pennsylvania, Georgia, Indiana, New Jersey, New York, Ohio, and Puerto Rico.

Nearly 30 years ago, he was approached by a local church to help with recording and broadcasting, which focuses on the International Uniform Sunday School lessons.

He said he grew up in a Menonite home, which didn't allow television or even a radio. Regarding radio, his parents "didn't feel it

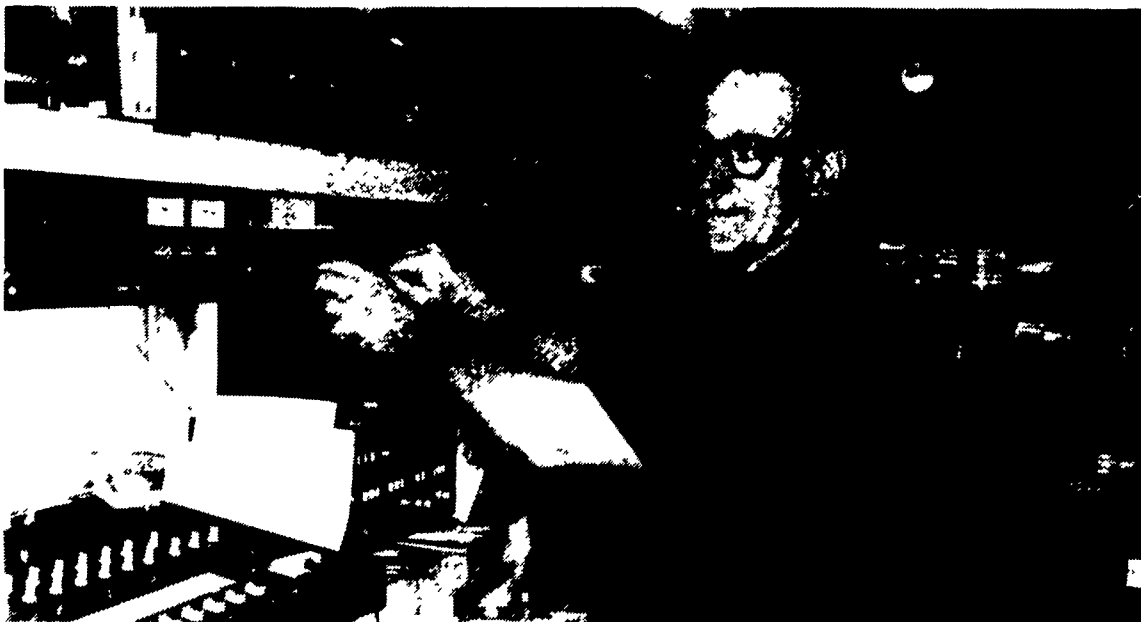
was good for the children," said Kolb.

In 1950, Kolb purchased one of the first tape recorders. His experience with recording grew until he was contacted in about 1960 to record the Sunday School Meditations.

"For me, even though I was busy farming, it was just something different to do," Kolb said. "I joked about it — I didn't like to go fishing, so I did this instead."

But if it wasn't for the store, according to Kolb, his children's wouldn't meet the mortgage.

"If it wasn't for our store here, we wouldn't have the children with us. Anywhere you go, this is the struggle."



When he can find the time, Roy Kolb serves as producer of a Sunday morning radio broadcast called Sunday School Meditations, which is broadcast to about 15 radio stations, including some in Pennsylvania, Georgia, Indiana, New Jersey, New York, Ohio, and Puerto Rico.



Leroy Kolb takes care of the crops and other bookkeeping chores, including feeding the herd.



Kolb Dairy Store also markets a special half gallon refillable bag of milk.

The Milkman Still Knocks

TOWSON, Md. — Those of you who thought that home milk delivery had gone the way of the rumble seat, think again. The milkman is back.

In fact, he never really left, industry experts said recently.

"Many people don't know that the milkman is still around," said David Weinstock, president of the International Home Delivery Association.

Mike Finnerty of Suncoast Home Delivery in St. Petersburg, Florida, agreed. "Home delivery is like crab grass," he said. "You can do what you want to kill it but it keeps coming back."

Even though home delivery currently accounts for less than 1 percent of total fluid milk sales, it's far from extinct. And with today's dual-income, time-crunched families looking for ways to make their lives more manageable, home milk delivery is a reemerging market with great promise for enterprising dairies.

"People have more money than time," said Weinstock. "They're rediscovering the convenience of home delivery, especially in urban areas where you spend a lot of time commuting to and from work."

According to Weinstock, many customers use home delivery to

"fill in" between trips to the grocery store.

"There aren't many mom and pop corner grocery stores around any longer, and convenience stores don't always offer the best price. Home milk delivery is a cost-effective alternative to spending 15 to 20 minutes in the grocery store two or three times per week."

Weather makes a difference in home delivery, too, Weinstock said. "No one wants to go out when it's cold. The milkman is like the mailman — he's there every day."

AB Munroe Dairy in East Providence, Rhode Island, confirms the demand for convenience. When the dairy surveyed its customers recently, it found that convenience and service were the number one reasons for home delivery.

Success Story

Oberweis Dairy in Aurora, Ill., is a good example of a home delivery success story. Since 1990, Oberweis' market has doubled from 3,800 to 8,000 households. Four local distributors also deliver Oberweis milk in the Chicago area, accounting for an additional 2,000 households. The dairy's typical customer is a dual-income family with children. Senior citizens also account for much of their customer base.

What is the Oberweis secret? Creative, aggressive marketing.

The dairy uses telemarketing to recruit new customers.

"In the old days," said Marie Oberweis, who's been with the dairy since 1939, "we chased the moving van down the street to see where the new customers were moving in."

In addition to traditional morning deliveries, the dairy offers afternoon and evening service to accommodate working families. They've also added other food items to their delivery menu.

In addition to milk and other dairy products, oberweis offers sch items as premium ice cream, gourmet muffin batter and fresh-squeezed Florida orange juice — things you often can't find in the grocery store. Other dairies offer items such as bread, laundry soap, frozen foods and coffee.

According to Weinstock, expanding the product line beyond dairy helps keep the cost of home delivery in check because costs are spread out over numerous products, not just milk.

Environmentally Sound

In this day of environmental consciousness, returnable glass bottles are another selling point for home delivery.

"Consumers like to feel that they're doing their part to help the environment," said Weinstock. Rob Armstrong of AB Munroe Dairy said that one glass milk bottle can be reused 40 to 50 times before it breaks. That saves a lot of landfill space when compared to the one-time use for plastic milk jugs.

Suncoast Dairy currently delivers milk in plastic jugs, but fully

expects business to increase with the switch to glass packaging.

Whether it's for reasons of convenience, environmentalism or just plain nostalgia, home milk delivery is here to stay.

The only difference is that today the milkman may make his deliveries in the twilight hours instead of the wee hours of the morning — and he's more likely to be delivering a loaf of bread or laundry detergent with that gallon of milk.

Pennsylvania All-American Hosts 30th Show

HARRISBURG (Dauphin Co.) — Great cattle shows, challenging youth contests, educational seminars, and several new activities will highlight the 1993 Pennsylvania All-American Dairy Show.

The Farm Show Complex in Harrisburg will again be the site of the All-American, September 20-23.

The All-American will welcome the Pennsylvania Fall Championship Holstein Show, in addition to the six nationally ranked breed shows. The Pennsylvania show has been added to the Tuesday, September 21 schedule.

Back by popular demand, the

Country Craft Fair will run Saturday, September 18 through Thursday, September 23. The Penn State Dairymen's Club will organize the craft fair, and proceeds will benefit the Penn State Dairymen's Scholarship Fund and Dairy Judging Team Endowment Fund.

A special feature for the 1993 show will be a 1/16th scale Farmall F-20 Tractor. This collector item is a limited edition and will be available at the Pennsylvania All-American Dairy Show for \$35.

Plans are under way to host a forage festival and many other activities.