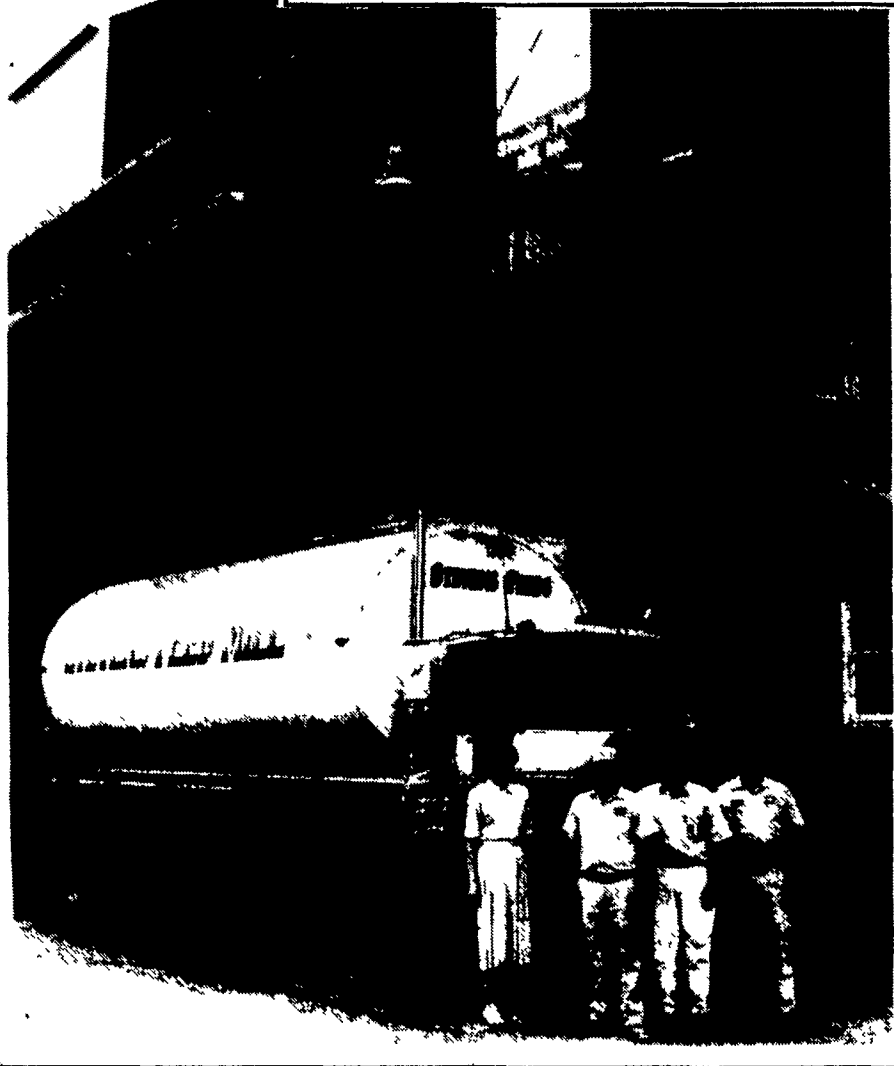


# PURINA PROFILE

## STEVENS FEED MILL



Representing the Stevens Feed Mill are from left, Willard Good, Arlene Good, Dale Martin, Delvin Martin, and Edgar Martin.

For more than 30 years, Stevens Feed Mill, nestled in the small town of Stevens in eastern Lancaster County, has been serving farmers with feed products for their farm herds and flocks.

In 1965 William Goods' grandfather, along with several other men, purchased the old flour mill that has a date stone of 1907. As the years went by, several different family members have owned the business, but today Willard, his wife Flo, and his parents Arlene and Jake Good are the principal owners. Grand children Austin, 5; and Emily 2; complete the family circle.

Many of the 13 employees have been with the company for many years, too. In fact, most of the employees have from 18 to 28 years of service to the farm community through their work at Stevens Feed Mill.

As a Purina dealer, the products Stevens Feed Mill has to offer customers has grown considerably. The growing demand for concentrates and base feeds to mix with farm grown grains has given Stevens the opportunity to use their capacity in the mill to provide custom formulated dairy rations using Purina's high performance concentrates. Of course, they supply concentrated ingredients for on-farm mixing too. They have a nutritionist who formulates all their finished feeds.

In addition, the Goods see specialized farms and more urban customers in the future. Purina products are especially designed to fit this growing customer base at Stevens Feed Mill. Pet foods, horse feeds, and feed for other small animals and birds are part of this new growing market.

Service and quality are considered the most important ingredients in the Stevens Feed Mill business. "We give the best service we can," Arlene said. "It isn't always easy, but if a farmer needs it, we try to even give same-day service if it is necessary. This time of year the farmers are in the fields, and they often forget to check the feed bins until the last minute."

"We generally play our promotional efforts low key," Arlene continued. "But we are pleased that most of our employees have been here for a long time. If you are out on the farm and have a different driver or a

different service representative all the time, the farmer doesn't feel comfortable."

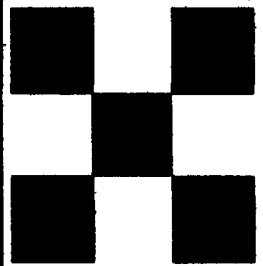
As for the future of agriculture, Willard believes it will go the way the markets go. But whatever the direction Stevens Feed Mill plans to be there to serve their present and future customers.

"We try to stay current with customers' needs and give the best service with quality

with quality products," Willard said. "This up-to-date service, along with our employees that have been with us for a long time, will help us continue to provide the service our customers need."



Arlene Good and son Willard Good along with their families are principal owners of Stevens Feed Mill



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