

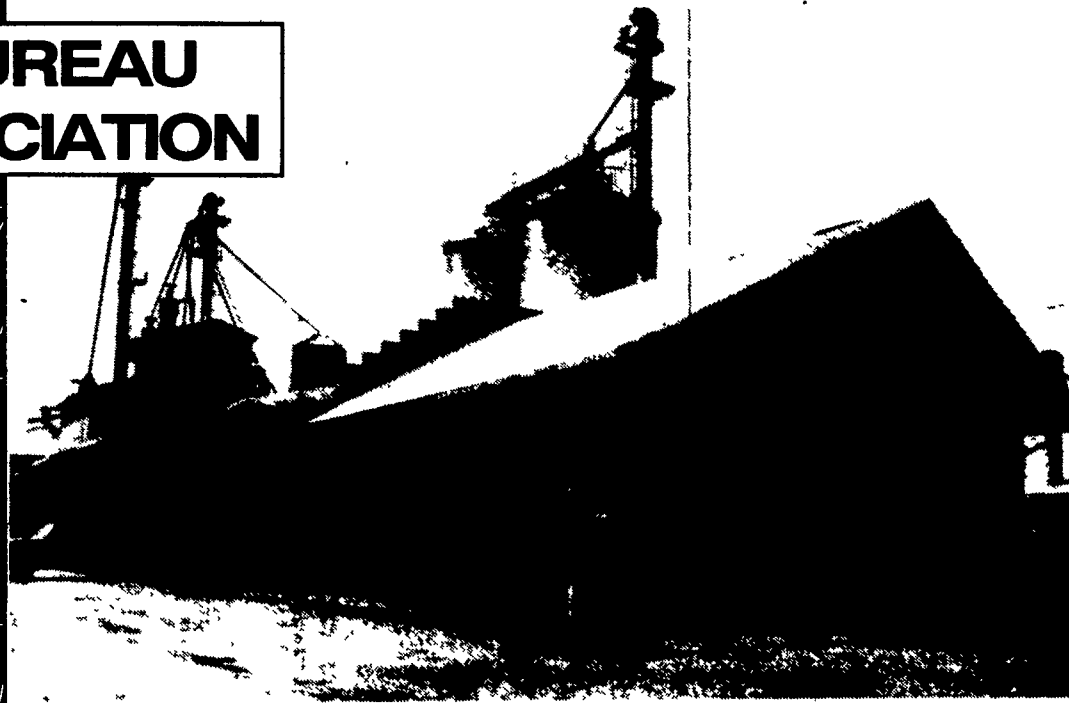
# PURINA PROFILE

## BEDFORD FARM BUREAU COOPERATIVE ASSOCIATION

The Bedford Farm Bureau Cooperative Association is one of only a few true remaining local cooperatives owned and operated by the farmers who use the services. With locations in Bedford, Everett, New Enterprise and Warriors Mark, this major Purina dealership serves farmers and rural customers in Bedford, Blair, Huntingdon, and Cambria counties, and has some business over the Maryland line.

The business started 52 years ago. With 650 to 700 members, the cooperative has 12 board members who are farmers. William Popovich, Jr. is the general manager. The business serves mostly dairy farmers in an area where the dairy cow population is expanding. Dairy farmers who are in population pressure areas such as in Hagerstown, Md. and southeast Pennsylvania have the opportunity to sell out and move to this area, buying farms that have not had dairy cows for 20 years.

As for the Purina products, Popovich says they are the standard of the industry. "Everywhere I went, other feed companies claimed to be just as good as Purina," Popovich said. "So when I became general manager here in 1989, the first thing I did was change to Purina. They have the goal within the company to be the leader in the feed industry and they do whatever is necessary in technological resources and patented processes to maintain that leadership. Others can't copy Purina even if they would like to. Purina really has a policy of service."



The Bedford Farm Bureau Cooperative Association started serving farmers 52 years ago. Additional centers have been added more recently in Everett, New Enterprise, and Warriors Mark.

"I was nervous for a while that everything about the dairy business was going to get real big. But now I'm not so sure. I'm seeing more about how many people per cow it takes. And I still think there is an opportunity to be in the dairy business much like we are today. By cutting expenses and working together with neighbors in sharing equipment, I think the industry can continue with 50 or 60 cow herds."

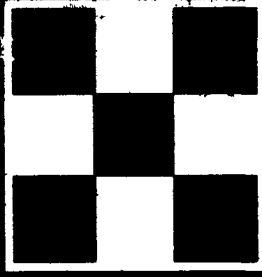
At Bedford Farm Bureau, they still do some things the old-fashioned way. Farmers with just a few cows or other livestock can be supplied from this cooperative. But if bulk feed is needed in large quantities, this can be supplied, too.

Three consultants are on the road helping to formulate feeds and to ask for their business. At the end of the year, the board of directors look at the business and declare a patronage refund if possible.

"We are still competitive on price, and when you think you may get a little money back it provides an incentive to buy feed and other products here," Popovich said. "You can't count on a refund, but it has come back 98 percent of the time."

This is an old established cooperative organization with a base of customers that have been with them for many years. They have products that are comparable or better than anyone else. Purina products are second to none, and if you give Bedford Farm Bureau the opportunity and enough time, they believe they can help you attain a more profitable dairy herd.

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William Popovich, Jr. is the general manager of the cooperative.

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