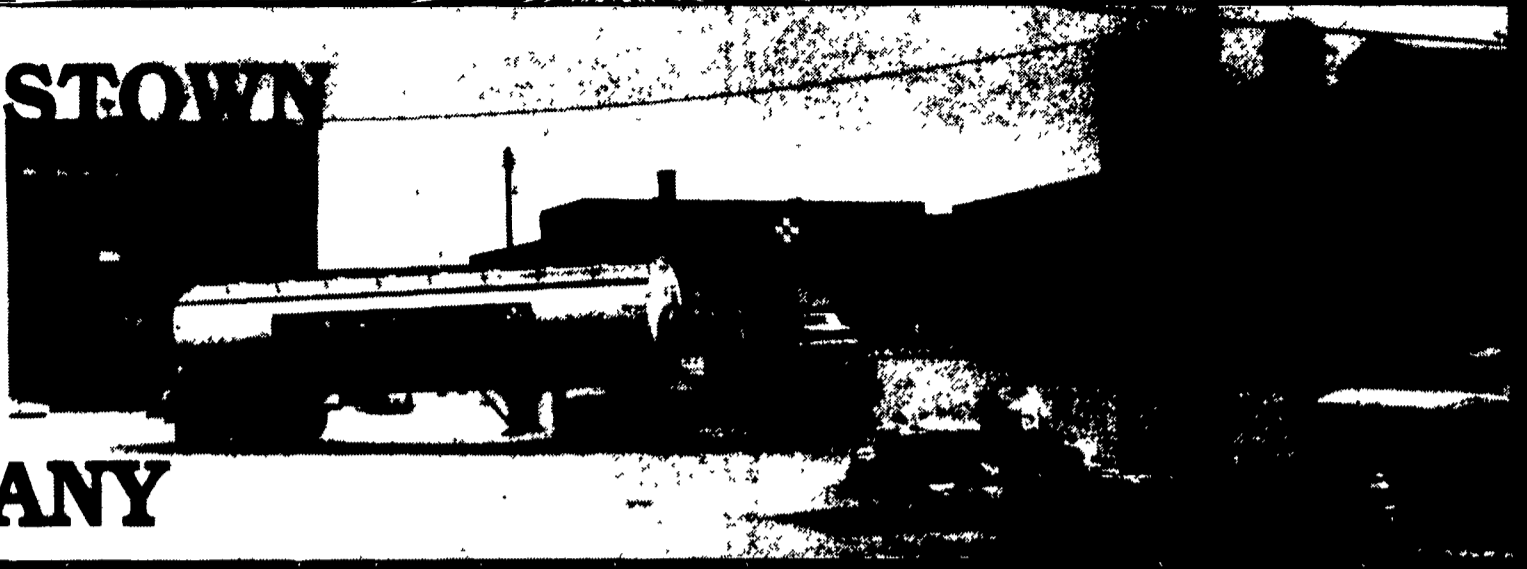


# PURINA PROFILE

## WOODSTOWN ICE AND COAL COMPANY



For the Woodstown Ice and Coal Company located in this New Jersey town, business revolves around the personal touch for their customers. From friendly people at the counter of the hardware store to farm visits from the owner, they aim to make sure they sell the proper product to fit the customer's needs.

Behind this dynamic Purina dealership is Horace Seibert, who owns the business after having served as manager for many years. In fact, Seibert has 37 years experience running a Purina dealership.

"I do all the farm selling," Seibert said. "We have a store manager and an operations manager that can take care of things at the store and plant. I go out to see the farmers. Our number one goal is to make sure the customer gets the feed he needs for his individual situation. You don't feed a race horse the same as a back yard pet. If a customer comes into the store and asks for a

bag of pig feed, we find out what kind of pig. You find out what the customer needs and when you fill the need you have a loyal customer.

"The farmers around here have seen me grow up. Now we are serving some of the children and grandchildren of our original customers."

The dealership serves a large area including Delaware; southern New Jersey from Burlington and Cape May Counties; and down to Chestertown, on the eastern shore of Maryland. Dairy feeds are their number one selling product followed by horse feed and a growing number of smaller animals such as sheep, goats, ostriches, emus, and pot belly pigs.

"We probably stock as many different kinds of Purina feeds as any other dealership," Seibert said. "Purina has the track record across the country as being the number one feed. No one has a better product and if I'm going to sell a product, I'm going to sell the best. That's Purina. They have the best research facilities to back their products, and they have the best training and manpower in the company. They know what should go into a feed to get the best results for the customer.

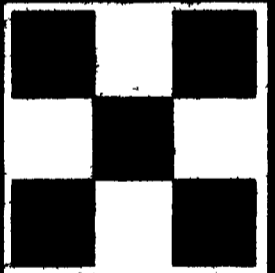
"More and more retail businesses will close as the large chain stores go for low prices. But we have expanded our hardware and retail business to serve the growing needs of the back yard farmers in our area. We plan to be the retail business that survives in Woodstown. We work hard at it."



Douglas Macaluso, store manager, left, and Horace Seibert, owner, offer individualized service to both farm and urban customers.



A full line of Purina feeds in bags and bulk are available from the Woodstown Ice and Coal Co.



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Jeffersonville, N.Y. 12748  
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