

PURINA PROFILE

J.B. FEEDS

A feed business that was started in 1928 by the Henninger family has a new proprietor and a new name. One year ago last month, youthful Bodie Knapp, along with his wife Jennifer, purchased the Purina dealership at 574-J Mill Road just outside Berrysburg and renamed it J.B. Feeds.

J.B. Feeds is mostly a dairy store with the capacity to deliver Purina Chows in bulk or by the bag. The large service area from Danville to Dauphin, west to the river at Millersburg and on to Pittston is a growing dairy area.

Bodie and Jennifer have a six-month-old son Dylan. Bodie graduated from Penn State in dairy and animal science with a minor in business. He has a very positive attitude toward agriculture and believes money can be made in farming or agribusiness.

To feed a cow giving 100 pounds of milk or a cow giving 80 pounds of milk, the difference is the density of the ration. Cows' stomachs are all about the same size. So you need to have a better feed in the same size package. That's where Purina Chows make the difference.

"We do a lot of selling on performance using split tests to see which feed does the best," Bodie said. "Purina Chows win these split tests between groups of cows more than any other company. I'm not afraid of Purina Chows against any competitor any day. We will win. Purina may be more expensive per ton, but when Purina Mills says this feed is better, I can depend on it. And the better feed makes a more profitable farm.

"I have a Purina dealership and I'm stuck here. I have to do the best for my customers. I feel confident that when I make recommendations with Purina feeds I do this. If I did not have the best feed, I would turn a bad face to my community and then I would soon be out of business. I'm required to do what is best for my customers and the Purina line of feeds gives me the best way to do this."

In addition to Purina dairy feeds, Bodie sells retail specialty feeds for horses, exotic animals and pets. If a customer calls with a problem he finds an answer. If it takes a special mix or the delivery of one bag of dog feed he does it.

Bodie invites farmers in his service area to take a new look at J.B. Feeds. The business is under new management and has a new business philosophy. And they will accept the challenge to show you by on-the-farm trials how much more profitable Purina Chows can be.



At J.B. Feeds, Bodie Knapp invites customers to do on-the-farm trials to compare results with Purina Chows and other brands of feed.



From bags to bulk truck loads of Purina Chows, customers are offered service according to their needs.

Lykens Valley 40 Cow Herd Feeding With J.B. Feeds

1988 RHA 16,434

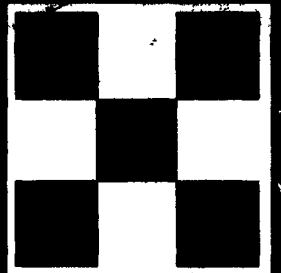
1995 RHA 22,900

Producer Comments:

I like to deal locally. I always have. I really saw an increase in Production when I went on High Octane 36LN & then again when switching to Maxi-Tech. I think the energy dense, high fat concentrate & good forages are responsible for my production.

Feed Cost

Corn Silage	\$25/T	34#	43¢
Alfalfa Hay	\$100/T	12#	60¢
Ear Corn Mix	\$	/T 17#	1.02¢
Maxi-Tech 32			
Whole Cotton			
Seed	\$294/T		1.32
Total Cost/Day			\$3.



OLEY VALLEY FEED

RD - Box 273
Oley, PA
610-687-3508

NESS MILLS

Perkasie, PA 17652
717-442-6122
1-800-635-3582
Unionville, PA 19375
610-347-8377

EDDIE MORAN

R.D. #1 Box 761
Jeffersonville, N.Y. 12748
914-482-5302

UMBERGER'S MILL

R.D. #4 - Box #545
Lebanon, PA 17042
717-867-5161

FRANKLIN FEED & SUPPLY

1977 Philadelphia Ave.
Chambersburg, PA
717-264-6148

WATSON FEEDS

PO Box 212
Greencastle, PA 17030
717-597-3191

K & K FEED, INC.

28 N. Park Street
Richland, PA 17087
717-866-2324

ANTHONY'S FEED MILL

P.O. Box 212
Strausstown, PA 19559
610-488-8211

FARMER'S UNION CO-OP

30 East Walters Avenue
Greencastle, PA 17225
717-597-3191
717-597-3191

DETRICH ELEVATOR, INC.

5458 Cedar St.
Williamson, PA 17270

NORTH STAR FEEDS

PO Box 146
Loyeville, PA 17047
1-800-789-MILL (6455)
717-789-3835

FARM CREST FEEDS

LINEZ, PA
717-628-0331
800-422-3028

KREIDER'S MILL, INC.

R.O. Box 146
Loyeville, PA 17047
1-800-789-MILL (6455)
717-789-3835

CHECK-R-BOARD

239 W. Main St.
Knoxville, PA 16828
814-326-4178

HIGH BROS. MILL

441 Centerville Road
Gordonville, PA 17520
717-354-0301

WILLIAM DOWNS & SON

PO Box 821
Williamsport, PA 17728
801-488-2518

MARTIN'S FEED & FERTILIZER, INC.

Coburn, PA 16822
814-348-5787

DRAFT FEED & SUPPLY

Jon Altharode
PO Box 821, Rt. 340
Sturtevant, VA 24477
703-337-0408