

# PURINA PROFILE



The High Bros. Mill, Gordonville, has been serving Lancaster County farmers for more than 50 years.

## HIGH BROS. MILL

For the High Brothers – Leon, Douglas, and Gregory – their Purina dealership located between New Holland and Intercourse in Lancaster County is a way of life. Not only was their father working for a Purina dealer before they were born, in 1945 he bought the present mill, and the brothers began in partnership with their father before he retired in 1972.

At the time, they sold a lot of chicken and hog feed, but now their customers are mostly Amish dairy farmers. High Bros. brings the corn from the individual farms to the mill to make a complete feed formulated with Purina concentrates. Then the farmers' grain is taken back to the farm as a complete feed. They also deliver a lot of bulk and bagged Purina feed directly to the farm from the Camp Hill Purina mill. High Bros. is serving the second and third generations of farmer customers at their mill.

"Service is a big thing," Leon said. "People like to buy from persons they like. We have been in the community

for a long time and we treat our customers well."

High Bros. does a lot of forage testing and Purina helps with formulas to balance the rations. Their service people know cows.

The quality of Purina feeds is excellent. Farmers know how their cows are producing, and if you shortchange in the quality of feed, it shows up in lower production very fast. The younger generation looks for results. And with Purina feeds, the High Bros. dealership can show their farm customers the good results.

"We appreciate our customer's business and we bend over backward to supply their feed," Leon said. "We never let a farmer without feed. We are a family operation and we work at it ourselves. Through research, Purina gives the farmer what he needs, not what some dealer wants the farmer to have. While others set a price and then make a feed to fit a lower price, Purina puts the quality into the feed



Leon High manages the mill where farmer's corn is brought in to be ground and mixed with Purina concentrates and returned to the farm as a completely balanced dairy ration.

first and then sets the price that is very competitive in today's market."

**FARM CHOICE, INC.**  
1077 Philadelphia Ave.  
Harrisburg, PA 17107  
717-654-4821

**FARMER'S CHOICE**  
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Manheim, Pa. 17545  
717-665-5001

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Richland, PA 17087  
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**UMBERGER'S MILL**  
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Lebanon, PA 17042  
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**ANTHONY'S FEED MILL**  
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Strausstown, PA 19559  
610-488-8211

**KREIDER'S MILL, INC.**  
P.O. Box 146  
Loyville, PA 17047  
1-800-789-MILL(6455)  
717-789-3535

**WILLIAM GOWER & SON**  
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