

PURINA PROFILE

For Oley Valley Feed located off Rt. 73 south of town, a concentration of nearby dairy and horse farms gives the dealership a nice customer base that continues to remain in agriculture. After a survey of farmers in the valley in 1968, owner Nick Kohut and his wife Debbie decided there was enough interest in a Purina dealership in the area, so they opened for business in March of that year.

"I have been associated with Purina for more than 30 years working on farms, and for Purina dealers," Kohut said. "Purina has the knowledge and the products to be the leader. When they come out with a new product the competition soon follows. I would rather go with the leader."

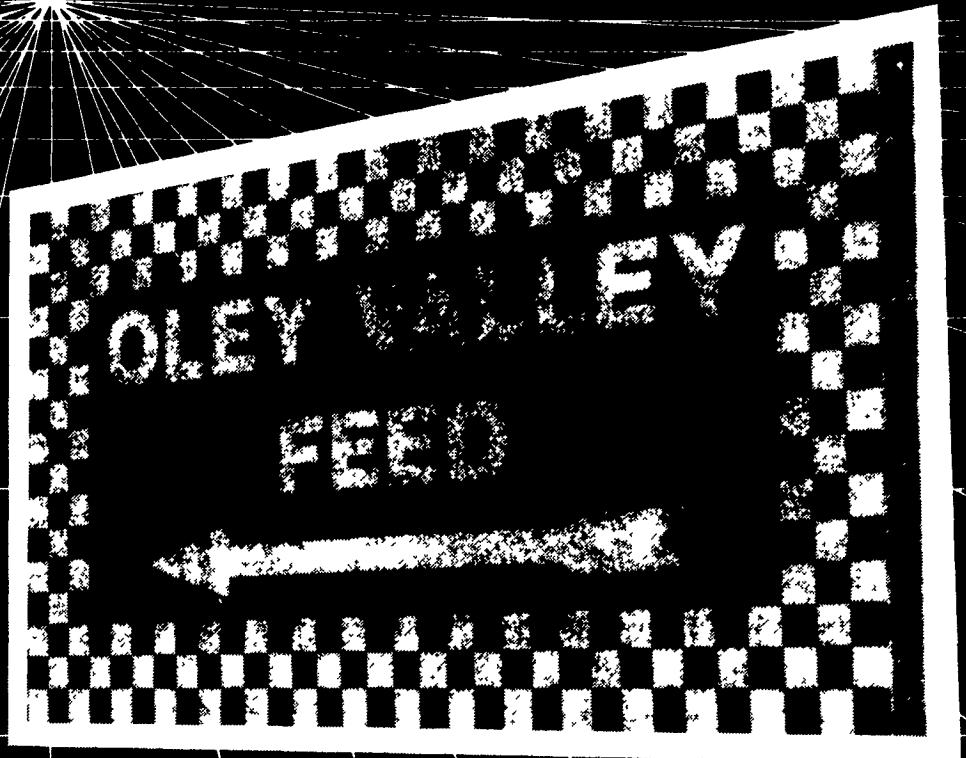
Kohut also lists the backup research, the veterinarian diagnostic services, and the nutritional services as reasons why farm customers benefit from Purina Chows. In addition, Oley Valley Feed has developed an on-the-farm service attitude that is friendly to customers.

"We are honestly interested in our customer's bottom line," Kohut said. "Anyone can sell you a bag of feed. But we try to help the customer make money with our feed. If the customer doesn't make money, he can't pay his feed bills, and the dealership and the farmer go out of business. We stay abreast of everything that will help our customers make money. And we have the ability to custom-make feed rations for our dairy customers. Purina has the resources and the expertise to back us up on everything we do for our customers."

While dairy and horse feeds are Oley Valley Feed's largest selling products, the dealership also has a large pet and backyard farming trade, too. And they produce some hog, and chicken feed for customers in Berks, Montgomery, Bucks, and Northampton counties.

"We are not the cheapest, but we are competitive," Kohut said. "And our farmers are our friends. We are as concerned for their bottom line as we are our own. We go to the farm because we are farmers at heart. And there we can see your operation and make recommendations according to your facilities and program. We are not just order-takers."

"And we thank you for your business, and we hope to serve our customers for a long time in the future."



Oley Valley Feed keeps a stock of needs for the farmer as well as the "backyard" farmer. Here showing some of the Purina feeds are from left, Nick Kohut, owner; Kevin Guidin, farm consultant; and Francie Rose, customer service representative.

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Reading, PA 19602
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Lancaster, PA 17602
610-347-8877

G & G Feed & Supply, Inc.
Rear of 134 E. Stiegel St.
Marion, Pa. 17845
717-665-5001

UMBERGER'S MILL
R.D. #4 - Box #545
Lebanon, PA 17042
717-867-5161

FARM CHOICE, INC.
297 Chesapeake Avenue
Harrisonburg, VA 22801
540-434-4601

GERMANTOWN FARM SUPPLY
17150 Germantown Rd.
Germantown, PA 19342
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WOODSTOWN COAL CO., INC.
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Woodstown, NJ 08098
609-799-0099

K & K FEED, INC.
23 N. Park Street
Richland, PA 17087
717-866-2324

ANTHONY'S FEED MILL
P.O. Box 212
Strausstown, PA 19559
610-488-6211

FARMER'S UNION CO-OP
30 East Walters Avenue
Greencastle, PA 17225
717-597-3191

NORTH GLADE FEED & SUPPLY
1000 N. Main St.
North Glade, PA 17057
307-696-3414

FARM CREST FEEDS
Lutz, PA
717-626-0331
800-432-3040

KREIDER'S MILL, INC.
P.O. Box 146
Loyersville, PA 17047
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717-769-3535

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239 W. Main St.
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814-326-4178

J.B. FEEDS
Barrington, PA 17006
717-366-6909

WILLIAM GOWER & SON
Rt. 1, Box 50
Williamsport, MD 21795
301-582-2818

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Coburn, PA 16832
814-340-6787