

'Brown Cow' Store Has Cream-Line Milk

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Lancaster Farming Staff
BROGUE (York Co.) — Motorists traveling a few miles south of here on Rt. 74 can look at a new building on the right a certain way and picture a big brown cow.

That "cow" overlooks some of the nicest farm scenery in the whole county.

Importantly, the newly constructed big brown building, three miles south of Brogue, is home to the Brown Cow Country Market, owned and operated by the H.E. Heindel and Sons family.

Inside are 4,000 square feet of retail space that stocks a wide array of homemade dairy products (including aged cheddars), a variety of exotic meats (including emu and bison), their own meats (from their 3,000-head finishing operation), in addition to jams, preserves, pepper sauces . . . not to mention a bakery literally in the works, according to farm store manager Jeffrey Heindel.

The farm market, which cost more than \$1 million, is a special project for Heindel. Himself a graduate of Lancaster Bible College with worldwide experience in Christian outreach missions, the goals of the country market are twofold: first, provide a way to help farmers direct-market

their own product to make the family farm profitable. Second, take the profits from the store and funnel them back to additional Christian outreach work.

"That's my motivation," he told several members of the Solanco Young Farmers Association at a tour at the farm and market Tuesday.

Construction of the new market began in September last year. The store employs five full time and 7-8 people part time.

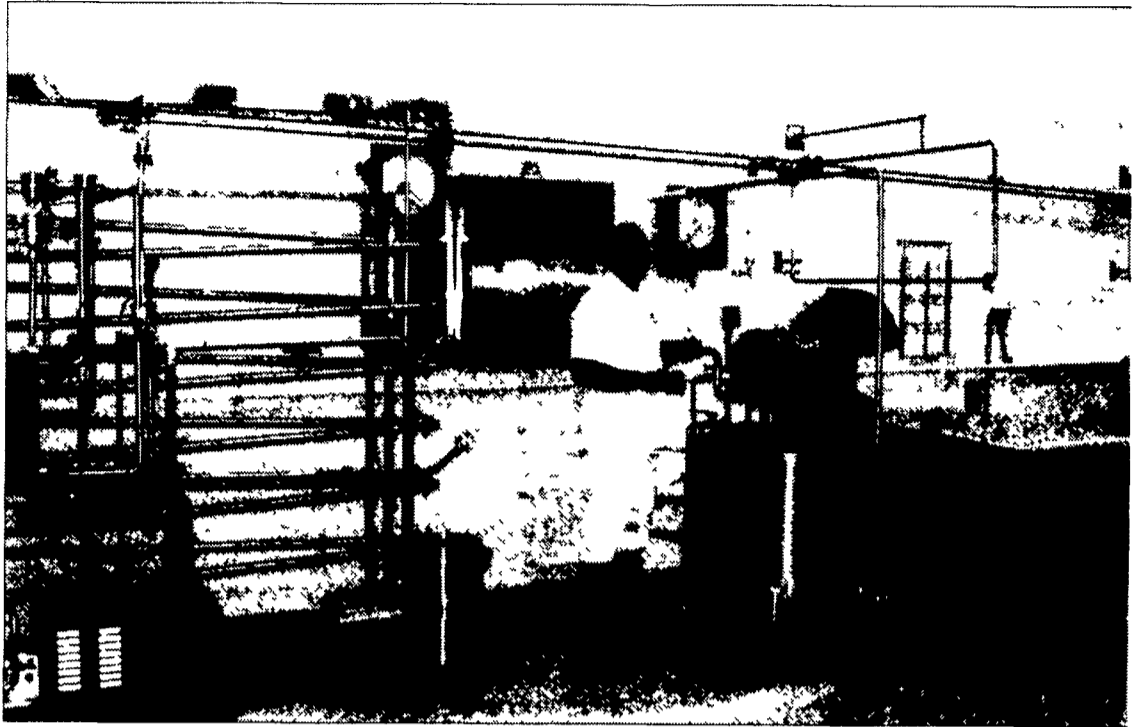
Although the official grand opening isn't until mid-May, the farm store itself was up and running Monday this week.

A grand purpose of the farm market is to sell milk and milk products processed on the farm directly to customers. A new Pladot mini-dairy (first of its kind in the U.S.) was recently installed, and the painstaking process of obtaining federal regulatory approval is well under way to sell additional products.

After some legal hurdles were recently overcome, Heindel noted they could begin to market their own milk from the Brown Swiss herd (with 30-32 cows on test) in the Hope Acres label.

Milk is moved in a small truck with a refrigerated tank. The milk is then moved to a 1,600-

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Adam Rishel, farm market dairy plant manager, works on the batch pasteurizer in the dairy processing facility at the market.



Placing UPC numbers on the pepper sauces at the store are, from left, Roxy Heindel and Sherry Burks.



Heindel was careful to ensure backups are present. The market uses this 125-kilowatt, diesel-generated backup generator that costs about \$18,000.



Becky Jagers works part-time at the store.



Solanco Young Farmers Association members toured the Heindel farm market Tuesday. From left, Ed Herrmann, association adviser; Jeffrey Heindel, farm market manager; Vic Brinton; Steve Aument and son Matthew; Sam Glick; and Karl Herr. Photo by Andy Andrews