

'Brown Cow' Store

(Continued from Page 18)

gallon holding tank to await further processing.

The facility includes the mini-dairy that can process yogurt items, ice cream, cheese, and eventually specialty butters. Their milk, sold in half gallons, quarts, and pints, is labeled on the refrigerator door in the retail store as "cream line milk." That type of milk is unhomogenized. The customer must shake it to blend the cream in — the "natural" way to drink milk and supposedly, according to Heindel,

more nutritional.

He said, "Sometimes, to a consumer, the milk doesn't always look pretty. But what's the issue — is it going to be pretty or more wholesome?"

A batch ice cream maker can make five gallons in 20 minutes. Heindel believes that the product will prove to be "one of our better sellers" and they are already thinking about purchasing a larger model.

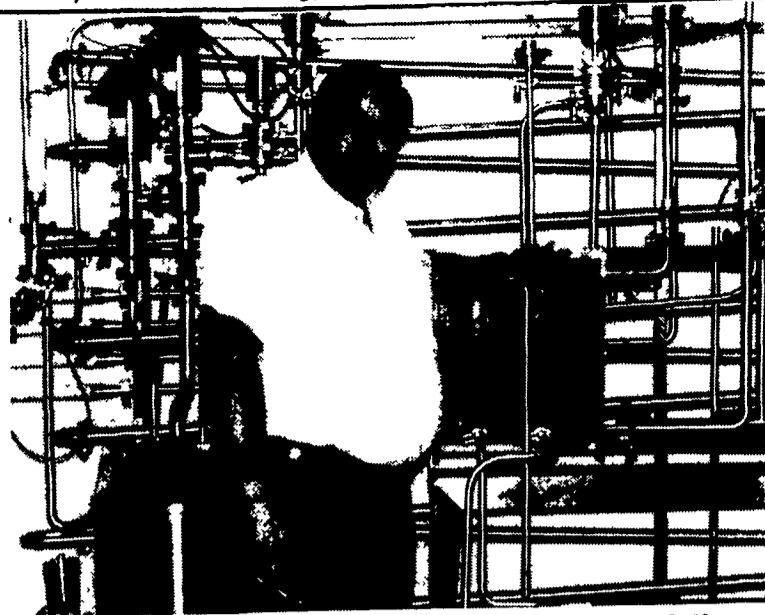
All equipment in the mini-dairy meets OSHA regulations, he noted. In use is a French pasteurization system, different in

some ways from the American system. The French is a high-temperature, short-duration system that meets federal guidelines. About 250 gallons per hour can be pasteurized.

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

A room used at the farm market for storage will become a small bakery in the future, noted Heindel.

Many "bugs" in obtaining federal approval to market the



All equipment in the mini-dairy meets OSHA regulations, Heindel noted. In use is a French pasteurization system, different in some ways from the American system. The French is a high-temperature, short-duration system that meets federal guidelines. About 250 gallons per hour can be pasteurized.

dairy products have been worked out. Heindel noted that, in the bureaucracy, "there are good people and some can be nasty."

For the Heindel family, it is critical that the farm market is perceived correctly. Plans are to place an observation window into the processing plant for tour groups after all the "bugs" have been ironed out.

They used the main road frontage of Rt. 74 to provide visibility. Fortunately, because the market is located next to the Clearview Elementary School of the Red Lion School District, zoning approval was easier to obtain.

The farm itself includes Dan Hushon, dairy manager; Dan Wagner, field crops manager; and Andy Peterson, beef manager. Adam Rishel is farm market dairy plant manager.

The dairy operation is comprised of about 200 cows.

H.E. Heindel and Sons raises about 2,000 acres of crops, including corn and alfalfa.

"If we do this right," said Jeffrey Heindel, store manager, "it will help us and the dairy farmer, as an example of how a mini-dairy can be successful. It will also create a good image for the dairy farmer as well."

The central issue: to market the product, 50 percent of it must come from the farm. A farmer, noted Heindel, should be able to "sell his products and build a store to sell them in," he said. But what does the 50 percent refer to? The value of the product? The amount in the retail space? That is not specified in the zoning.

Regardless, the farm market will expand its retail offerings in the days ahead.

According to Jeffrey's wife, Roxy, a grand opening is scheduled May 11-13. Farm store hours are 7 a.m.-7 p.m. Monday through Saturday, and closed Sunday.

CREAM LINE MILK

- * Hope Acres Cream Line milk is pasteurized, but not homogenized milk.
- * Homogenization breaks down the cream molecules so that cream will no longer separate from the milk. This allows the cream to pass into your blood stream.
- * Hope Acres Cream Line milk keeps the cream as nature intended separate from the milk. This keeps the cream in the digestive tract.
- * Cream Line milk must be shaken to disperse the cream throughout the milk. Some of the cream may stay separated according to the bottle.
- * As with any product freshness is a key to quality. Hope Acres milk is direct from the farm to you.
- * The Hope Acres Cream Line milk products and their quality difference.

Their milk, sold in half gallons, quarts, and pints, is labeled on the refrigerator door in the retail store as "cream line milk." That type of milk is unhomogenized. The customer must shake it to blend the cream in — the "natural" way to drink milk and supposedly, according to Heindel, more nutritional.

PARTS • SERVICE • SALES • RENTAL

The Bobcat System Advantage

The Bobcat Advantage
Total Value That Can't Be Matched!

Many contractors choose a 14' (dig depth) TLB because the reach and loading height of this size TLB minimizes the amount of repositioning required on many jobs — increasing efficiency. The 331/334 are very competitive in these areas.

If digging power and lifting capacity are needed, the 337/341 match up well in these areas and exceed a TLB in reach and loading height.

See One Of These Local Dealers

Bethlehem, PA CSI ENTERPRISES INC. 610-868-1481	Harrisburg, PA HIGHWAY EQUIPMENT 717-564-3031	Martinsburg, PA BURCHFIELDS, INC. 814-793-2194	Muncy, PA BEST LINE LEASING, INC. 717-546-8422 800-321-2378
Chambersburg, PA CLUGSTON AG & TURF INC 717-263-4103	Llitz, PA KEYSTONE BOBCAT 717-625-2800	Mifflinburg, PA BS & B REPAIR 717-966-3756	Quarryville, PA GRUMELLI'S FARM SERV. 717-786-7318
			Reading, PA BOBCAT OF READING Div of Reading Kubota 610-926-2441

Make Those Roderer Trucks END!

Ditrac

Tracking Powder*
Kills Rats & Mice
6 lb. Bucket
We Ship UPS **\$49.95**
+ \$6.00 Shipping

Rat & Mouse Bait Available
*Hazardous & Restricted Use
Must be used in accordance with label directions

Bait Supply
Rt. 1 Box 117H, Blain, PA 17006
717/536-3861

CLOSED SUNDAYS, NEW YEAR, EASTER MONDAY, ASCENSION DAY, WHIT MONDAY, OCT. 11, THANKSGIVING, CHRISTMAS & DECEMBER 26TH

FISHER'S FURNITURE, INC.

NEW AND USED FURNITURE
USED COAL & WOOD HEATERS
COUNTRY FURNITURE & ANTIQUES

BUS. HRS. BOX 57
MON.-THURS. 8-5 1129 GEORGETOWN RD.
FRI. 8-8, SAT. 8-12 BART, PA 17503

STEEL BALE BOXES

With 8-Ton Wagon Gears

3 Sizes Available - 16', 18', 20' with or without running gear

- Also: will fit sides onto your flat wagon
- Tandem Rake Hitches •

Farm Gates Made To Your Specifications

MFD BY: **GAP HILL FARM WAGONS**
5549 Lincoln Hwy. - Gap, PA 17527 717-442-9489
Call Bet. 8:30 & 9:00 A.M.