

Preserved Farm Sells Products Directly to Consumers

For our food, “Buy Fresh – Buy Local” is a message that has many benefits to our local community economic development. The Oberholtzer Family, from Marion Township, has developed the “Direct To Consumer” business concept to its highest potential. Melvin and Twilla have been dairy farming at Twilight Holsteins for 34 years. They purchased his parents 132-acre farm that had been in the family since 1962. In 2002, to preserve their farm for food production forever, they sold the agriculture land conservation easements. Melvin stated, “I wanted to keep it in farming”. Being traditional dairy farmers for many years, they realize that selling directly to the consumer would increase income. In 2013 they developed the home site and received certification to sell raw milk. From this success and to have more family involved, in 2013, they made the decision to buy, renovate and open a store along Route 422 in Stouchsburg. Now, Melvin Jr., his wife, Melanie and four children operate the dairy farm, do the milk processing, of whole and chocolate milk, iced coffee, and several flavors of drinkable smoothies. They also make the store’s home deliveries. Melvin Sr. now helps with the crops, feeding the 120 cows and repairing all machinery.

The store, “Twilight Acres”, is located along Route 422 in Stouchsburg. It has a modern bakery, where all products are made. Twilla, along with daughters Cassandra and Mikayla manage the store, which employs four additional local ladies. Bakery items include; gooey shoofly and fruit pies, homemade bread, twelve varieties of cookies, whoopee pies, sticky buns, and their famous, from scratch, homemade donuts. A recent additional area is 20 different frozen homemade meals that can be baked or microwaved at home. Sales of home deliveries have been on the increase, as people want restaurant quality meals at home. When asked what they were most proud of, Twilla said “The enjoyment of raising nine children on a family farm.”

In working with the Oberholtzer Family over the years, their dedication to their family and food production has been an inspiration. Their vision, decision and success in taking their farm into direct marketing, are a credit to their business skills and the future of an important segment of agriculture in Berks County. I would encourage you to visit their physical store and their website to observe, and hopefully support, this local preserved farm and their family business.