



November 2011

## Nobleton Feed Mill

Nobleton Feed Mill is a family-owned company located in the core of Nobleton, a rural village community in King Township, Ontario, Canada. Nobleton Feed Mill, which was originally established in 1945, has been serving customers under the Budweth Family since June 1, 1978.

### The People

The Budweth Family immigrated to Canada from East Prussia, Germany in 1932, but returned to Germany three years later, upon the death of the father in 1935. The family subsequently returned to make their home in Canada in 1949.

Alf Budweth Sr. began his working career as a commercial fisherman in Port Dover, Ontario. He later moved on to work at Beneficial Finance for a number of years.

While out for a drive in the area of Nobleton, Alf saw the parcel of land which would become the Budweth family farm, purchased in 1956. The family focussed on beef and cash crop operations, and was one of the larger customers of the original Nobleton Feed Mill. Alf Sr. involved himself in the community, working at the Nobleton arena part-time, doing custom work for farmers, and volunteering. Alf Sr. married Margaret Reinicke in 1961, and raised four children: Christina, Darlene, David and Alf

Jr. Alf Sr. had the opportunity to purchase the Nobleton Feed Mill, and the transaction was finalized on June 1, 1978. David and Alf Jr. would help at the Mill, after school and on the weekend, stocking shelves and doing general maintenance tasks. Operation of the family farm continued, supplying hay and straw to customers. Following his studies in Law Enforcement in Windsor, David decided to change his direction in studies towards a business program at York University so that he could focus on the family business. The program proved to be a significant asset in the organizational and management end of the Nobleton Feed Mill. Alf Jr. graduated from the University of Guelph, completing a BSc. Agr. Animal Science in 2003. David and Alf Jr. work together to keep the business vibrant and expanding. Under the umbrella of the Nobleton Feed Mill, David carries most of the responsibility for Budweth Agricultural Inc., and Alf Jr. focuses on the operation of the new Budson Farm and Feed Company in Erin.



Nobleton Feed Mill, Nobleton, Ontario, Canada

The family has always been involved in the community. Alf Sr. was Councillor on the King Township Municipal Council from 1995 to 2000. Both David and Alf Jr. are on the Nobleton Volunteer Fire Dept. David has the rank of fire captain and is in his 21st year of volunteer service. Alf Jr. is acting captain with 19 years of volunteer service. The Nobleton Feed Mill has always supported the local community organizations and causes through contributions of time, energy, and sponsorship to the various events.

Nobleton Feed Mill employs 16 full-time people and 4 seasonal staff, most of whom come from the local community. The recently opened business in Erin has 6 full-time employees.

The Budweth's look forward to continuing to serve their clients and customers with reliable service and quality product.

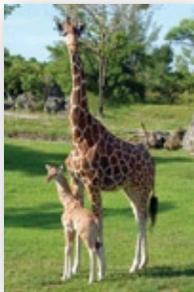
# Nobleton Feed Mill

## The Product

Nobleton Feed Mill is more than an old time general store, providing both specialized products and a wide variety of other merchandise.

General products include items for the gardening hobbyist, pet food, bird feeders and seed, a selection of tools and equipment, water softeners and salt, and numerous other items to meet the needs of customers.

Realizing the growing interest in the equine industry, Nobleton Feed Mill decided to provide specialized products with the focus on feeds. The various feeds are free of medications, drugs, hormones and animal by-products, all made in a drug and hormone-free facility. They customize feed to match the needs of the animal considering breed, age, size, special needs, and general health. For the event horses, they offer feed to meet the higher energy requirements for performance. Nobleton Feed Mill provides feed to thoroughbreds being shown locally, and throughout the world, including locations such as Japan. Continuing to expand on their reputation of quality, the Nobleton Feed Mill provides the non-meat dietary requirements to the animals of the Toronto Zoo which is being served by an umbrella company called Zukudla Inc..



Nobleton Feed Mill provides feed for Exotic Animals including those at the Metropolitan Toronto Zoo.

Four times per week, they supply truck loads of customized feed for the horses at Woodbine. The importance of a balanced diet for all animals is indisputable.



## The Performance

This second generation family business continues to expand in a very competitive market. The customer base includes local residents, farmers and those in the equine industry. Trainers from a wide geographic area go to Nobleton Feed Mill for their customized needs. Specialized services include: in-store Educational Workshops, Nutritional Assessments and Feed Audits, Customized Feed Mixes, and Hay Quality Testing.

Nobleton Feed Mill, which is the largest Master-feeds dealer for the equine industry in North America, does about 90% of its business in animal feed, and the remaining 10% in pet foods, lawn and garden items, water softeners and salt, back yard products, and items for hobbyists. The family is working towards creating a destination store, changing with the times to meet the changing needs and expectations of their clients and customers.

Budweth Agricultural Inc. bales about 1200 acres of hay and straw, using modern, heavy-duty agricultural equipment. The company expanded northwest to the community of Erin, and opened Budson Farm and Feed Company, in the Spring of 2006, to meet the needs of the growing equine industry in that area. It is a destination shop of 3000 square feet, employing 6 staff from the local community.



While continuing to expand and to adapt to a changing and increasingly competitive market, the Budweth Family maintains its dedication and commitment to build on the family reputation for exceptional quality, service, and customer care. David Budweth summarized their philosophy with "We provide answers."



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