

# Mallorie's — a family success story

**MORAL:** Don't move him to the second shelf

By Brenna Wiegand  
STAFF WRITER

SILVERTON — The largest dairy herd in Oregon began as a dream in a young man's mind.

One of the jobs Bob Mallorie had as a kid was on a dairy farm washing bottles and delivering milk. He always thought it would be a fine thing to have a dairy, but was told that the only way he'd ever have one would be to marry into one or inherit one.

Upon his return from World War II, Mallorie attended veterinary school, figuring that could help finance his dairy dream.

Mallorie came to Silverton and entered into practice with Dr. Ernie Hinkle after graduating in 1951 from the veterinary school at Ohio State University.

Bob began attending cattle auctions, sometimes in an official capacity as a veterinarian, and sometimes just as a spectator. When

the bidding got slow Mallorie would occasionally throw in a bid. In this way he started building up a herd, pasturing them out at various farms.

Three years later, Mallorie's reputation as a veterinarian helped him purchase an 18,000-square-foot hop house with 165 acres from Pauline Cooley with no money down, no interest, and a "pay when you can" arrangement.

Local builder John Pfeifer turned the hop house into a milking parlor and processing plant. So impressed was he with Mallorie's drive and determination, Pfeifer eventually co-signed a note and for years that helped finance further expansions to the burgeoning dairy.

"Without John's help, dad would never have had the dairy," said Teri Mallorie-Kilgus, daughter of Bob and in charge of herd health and cattle records. Her brother Rick is president of the dairy and in charge of all operations.

Mallorie soon quit his vet practice and dove headlong into the dairy business.

Another key alliance in the dairy's steady growth over the years was Mallorie's friendship with Orville Roth. In the early 60s, Roth was a young man trying to get a grocery store established in Silverton, but community loyalties were strong to the existing Lalicker's Grocery.

One day Mallorie walked into Lalicker's and saw that his milk had been moved to the second shelf. He left the store and went right over to speak to Roth. Mallorie stocked a shelf at Orville's, and by that afternoon, Roth was calling to say he needed more.

As Roth's grew, so did Mallorie's. Their products are now sold in 12 Roth's stores, 10 Albertson's, 20 Thriftway stores, numerous convenience markets, restaurants, and institutions. Most recently, Mallorie's market area has branched southward — five PC Market of Choice stores are now carrying Mallorie's milk. Mallorie's Sales Manager Bob Beaty said their product was especially attractive to the store for two reasons — firstly, since they do it all, from raising their young stock and growing much of their own feed to milking the cows and bottling it themselves

to delivering it, little time is wasted. Gordie Hoy, who has been with Mallorie's for 20 years and is the general manager, explains.

"At some dairies, the milk may be at the farm a couple of days before being shipped to the plant, where it may spend another couple of days. This means the milk may not get on the grocery shelf for four or five days," he said. "On the other hand, many times we're waiting on milk to deliver it — that's fresh."

But what really clinched it for the Eugene-to-Ashland stores was the fact that Mallorie's opts not to use the growth hormone bovine somatotropin (BST). "We've never used it, and if we can promote our milk by letting people know that, fine," said Kilgus, referring to their labels. "Let people make up their own minds."

"We feel we achieve our best results by feeding our cows a good healthy diet and treating them right," said Beaty. And it apparently works. For instance, in the 70s, the average Mallorie's cow was giving 45 pounds of milk per day; in the 80s, the yield was 60 pounds per cow per day; by 1993 it was up to 66 pounds, and today the average cow at the dairy produces 82



SPECIAL TO THE APPEAL  
**FAMILY FARM** — Siblings Teri Mallorie-Kilgus and Rick Mallorie take pride today in running the dairy started by their father in the 1950s.

pounds of milk per day. So why mess with happy cows?

And that's what Kilgus' job is all about. She'll tell you, "It's all about the cows," and derives great satisfaction from seeing the herd improve.

"Things that we can do to make our herd better excite me," she said. And she knows what a cow likes.

"She likes to be milked on a regular basis," Kilgus explains. "But as soon as she's milked, she likes to eat and drink all she can.

"As soon as she eats she likes to lay down so she can ruminate — that's how you make a happy cow."

"Teri is as passionate about the herd as Rick is about his facility and equipment," said Beaty, saying he has been reminded by Rick to wash his van. "It's a great team."

"Dad used to always say he was proud that we were able to produce a nutritious product for people," Kilgus said. "He would say, 'Milk has the seven basic amino acids needed to sustain life.'"

