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Milky Way Farm: Ready When Opportunity Knocked

For more than a century, the Peeler family has been in the dairy business, but adapting to changing markets has been key to keeping Milky Way Farm in Starr, S.C., thriving. Today, L.D. Peeler Jr. and his children, Davis Peeler and Iris Peeler Barham, milk 120 Registered Jerseys and market 100% of their milk directly to consumers.

What began with bottled milk sold from coolers at farmers markets has grown into a modern on-farm creamery offering whole milk, chocolate milk, seasonal flavors, cream and buttermilk. The family's decision to leave the commodity milk market in 2016 positioned them for tremendous growth when demand for locally produced food surged during the COVID-19 pandemic.





With a new creamery and robotic milking facility built in 2021, the Peelers have embraced automation, creative marketing and consumer education to build their business. They are also expanding their Jersey-Red Angus beef operation, creating another market for their cattle.

Read how four generations of dairy farming experience, a willingness to adapt and a commitment to connecting with consumers have helped Milky Way Farm build a successful future with Registered Jerseys.

Read More







Registered Jersey Sales: Results & Highlights

Stay up to date on the latest Registered Jersey sales from across the country! Follow trends in the Jersey marketplace, discover top-selling animals, track prices paid and see who is buying and selling Registered Jerseys. From production and genetic offerings to elite show cattle, this page highlights the sales and breeders shaping the Jersey industry.

Attention Sale Managers: We want to showcase your sales! Submit your sale results to **jerseyjournal@usjersey.com**, including a complete buyers list with consignors, buyers and prices paid. The *Jersey Journal* team will work with you to provide coverage and publicity for your sale, helping share your success with Jersey enthusiasts nationwide.

Visit the Sale Summary here



USJersey Updates

Recent news from USJersey

- Appraisal Highlights
- Monthly Production Highlights
- Upcoming Dates & Deadlines
- Apply for Jersey Youth Academy
- Monthly Appraisal Schedules
- Internship Opportunity Available
- Obituaries

Breeder Highlights

- Tatum Lancaster wins National FFA Agricultural Sales Entrepreneurship Award
- Legacy herd Silver Springs Farm to Sell Today - October 30
- Woodruff Farms featured in Champaign County Ohio business section
- Shenandoah Jerseys featured in Lancaster Farming
- Missouri Jersey Junior – Jenna Brixey - recognized nationally for her FFA Dairy Production



Industry News

- 2027 World Jersey Conference to be held in New Zealand
- CDCB: Net Merit price discovery survey. Share your feedback with the industry leader
- The Dairy Industry at a Glance
- National Dairy Board Elects officers: Jersey breeders Lolly Lesher and Gail Klinkner leading the officer team as Chair and Vice Chair.

- Lolly and Jaylene Lesher, PA, featured on Good morning America as part of DMI's Bringing Modern Dairy Farming into Focus
- Butterfat production reaches new high

The Wire Marketplace



Join Dairy Agenda Today and Kristin Paul, Brad Barham and Jerry Emerich as they talk about this year's sale lineups in Louisville, Ky., on the DAT Podcast. Click here.

Looking to buy or sell heifers and cows?
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