



Closer Look

AN ADVERTISER PROFILE



More suburban families raising backyard chickens

Joey Holloway has been in the farm supply business for 30 years and he's never seen a trend take off as quickly as backyard chickens.

In the past month, his store in Land O' Lakes has sold more than 30 portable chicken coops to mostly suburban families, many who live in subdivisions such as Lake Padgett Estates and Oakstead.

"People are buying chickens to raise because they are health conscious and want to know what's in their eggs. Others are involved in the sustainability movement and are growing as much of their own food as they can," said Holloway.

Holloway's backyard chicken kit includes a custom-made 4' X 8' portable chicken coop that Holloway builds himself, an elevated hen house, feeder and water, six chicks and a supply of chicken feed. Cost begins at \$200 and includes material on how to care for the birds. In just 21 weeks, chicks are grown and laying fresh eggs daily.

"Chickens are easy to raise and make a great family project," said Holloway. "Customers tell us raising chickens becomes a learning experience for the whole family and often chickens become like family pets."

Many people are surprised to learn that a rooster is not needed

for a hen to lay eggs, said Holloway. With no rooster, chickens are quiet and don't disturb neighbors with crowing. Holloway said they are clean animals and have no more pet odor than a cat or dog.

Fifteen years ago Holloway's Farm Supply's main business was feed for cattle and horses. Today it primarily sells outdoor items wanted by suburban families, including bird seed, bird feeders, garden supplies, dog and cat food, pesticides, pond and lake weed control and propane gas tank refills.

But its biggest seller is chicken supplies and the backyard chicken coop. "I can't build them fast enough," Holloway said.

Joey Holloway is active in the Pasco County agriculture community and is current president of the Pasco County Cattleman Association. He is married to Casie and the couple has three sons.

Holloway has worked at his farm supply store all of his working life, beginning as a teenager when the business was then Moore's Farm Supply. After graduating from Chamberlain High School, Holloway went full-time at Moore's, eventually buying the business and changing its name to Holloway's Farm Supply.

Holloway's Farm Supply

OPEN 7 DAYS A WEEK

813-949-6809

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(US 41, just south of Hungry Harry's BBQ)