

Several hundred dozen colored eggs, supplied by Braswell Family Farms in North Carolina, have been used for the annual White House Easter Egg Roll.



Family Farm Has Famous Eggs

Fourth-generation Braswell Family Farms (BFF) in North Carolina is one of the largest egg producers in the country, even supplying more than 100,000 eggs over three years for the annual White House egg roll.

BFF delivered the eggs to a Winston-Salem, N.C., business, where they were hard-boiled, dyed and packaged. Some had to be dyed more than once because the shells didn't always absorb the dye evenly. The company boiled, dyed and packaged about 500 dozen a day, then stored them in a warehouse before they were delivered to the White House.

Trey Braswell brought his family to the 2024 event and said it was an incredible, carefully coordinated experience that was memorable for everyone involved. Not just anyone can attend. Because the event is so popular, guests are selected through a national lottery administered by the Recreation.Gov website. The lottery opens in the spring and allows people from 56 states and territories to participate. Each application must include at least one child under age 12 and one adult, with a total of six tickets allowed. Souvenir wooden eggs are given to attending children. The White House egg roll began in 1878, and it's a tradition BFF was honored to participate in.

Braswell is a family business now employing more than 200 people. It began in 1943 when E.C. and J.M. Braswell bought a small Carolina mill to produce ground cornmeal. Eventually, they began milling

feed and then selling eggs and young hens to area egg producers. The mill expanded in 1969, and in 1989, Braswell became a founding member of Eggland's Best Eggs. Eggland's uses a patented feed formula to ensure laying hens receive optimal nutrition, which is passed through to the eggs.

BFF's Carolina Egg Company produces more than 700 million eggs annually, packing them in branded and non-branded multi-size cartons. They produce conventional, cage-free, free-range, free-roaming, organic, and pasture-raised eggs. Eggland's Best eggs have been awarded the Gold Seal for superior taste by the American Masters of Taste.

BFF also operates one of the largest organic feed mills on the East Coast, producing about 170,000 tons annually. About 60% of their specially formulated bulk feeds are used for their young pullets and laying hens. The business is also certified to produce medicated feed for hogs.

Trey Braswell says their company has grown as a family operation and that they consider their experienced, hard-working employees, vendors, suppliers, customers, and contract growers a major part of their success.

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After Market Program Serves Up Excess Food

The Kathleen L. Peck After Market Program at the Lancaster Central Market in Pennsylvania helps find homes for excess produce and baked goods from the farmers market.

"After Market grew out of a very simple realization: at the end of each market day, many of our standholders still had an abundance of fresh, nutritious food—food that hadn't sold, but was still perfectly good," says Assistant Director of the Central Market Trust Jason Traverse. "We knew there were families in our community struggling to access fresh produce and healthy meals. By connecting unsold, perfectly good, nutritious food from our vendors directly to the community, After Market turns potential waste into nourishment and reinforces the Market's role as a community resource, not just a shopping destination."

In this way, After Market creates a direct channel for vendors to improve food access across Lancaster and to unite around a shared sense of purpose.

"There was a time at the end of 2024 when After Market grew too large to be sustainable," says Traverse. "We closed down for a few weeks to reassess how best to conduct the program."

This involved tweaking the entire process and recruiting new volunteers.



In total, the program donated more than 11 tons of food in 2025, with weekly distributions averaging 500 lbs. or more.

"Volunteers now bag items for each guest. They infused some organization and dignity into the process, and we've seen the program grow exponentially ever since its relaunch in February 2025."

Today, the program operates with a refrigerator donated by the family of the late Kathleen L. Peck.

"We revitalized the program in her honor," says Traverse. "Peck loved the Market and Lancaster. Before our revamp, a busy After Market might see a dozen folks. Now we're

FARM SHOW®



Saanen Goats Offer Excellent Milk Production

Renowned as the "Holstein" of dairy goats, Saanens are among the largest and most popular dairy goats worldwide.

Saanens are a Swiss breed, and the animals have distinctive white-to-cream coloring that helps them thrive in the chilly Alpine climate. The modern breed's ancestors first arrived in the Sanann Valley of Switzerland with Near Eastern settlers around 5000 B.C. The hardy breed proved ideal for farming in the Alps, as they could reach forage inaccessible to other farm animals.

The breed was first exported to the U.K. in the late 19th century, where it quickly became a local favorite. The Saanen goat breeding cooperative, founded in 1890, refined the breed's genetics to increase milk production and accentuate its docile nature. Ten goats arrived in the U.S. in 1904, establishing the American breed. While these fledgling herds languished during the Great Depression, imports from Canada helped revive the North American population. Today, Saanens are an international breed favored by commercial dairies, ensuring their genetics remain secure for generations to come.

Saanens have short, fine coats, straight faces, and proportionally large ears. Males tend to have longer fringes on their backs and hind legs, along with full beards. Mature does weigh 135 lbs., while bucks weigh about 170 lbs. Does make excellent mothers, and most will produce between one and four kids in two litters per year. They can be bred from about eight months of age.

Does produce up to 4 liters of mild-flavored milk per day. It's excellent for drinking but has lower butterfat (3.2%) than breeds like Nigerian Dwarfs (6.3%), making the milk less efficient for cheese production.



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While Saanen goats thrive in rugged alpine conditions, their pale skin offers little protection from intense sunlight, putting them at risk of heat stress in hot, dry climates. Likewise, damp, muddy pastures leave them vulnerable to parasites and hoof rot.

Homesteaders should also note that Saanens are on the larger side for goats, meaning they require more feed and living space than other breeds.

One source for those interested in learning more about Saanens or other breeds is the American Goat Society.

Contact: FARM SHOW Followup, American Goat Society, P.O. Box 63748, Pipe Creek, Texas 78063 (ph 830-535-4247; agsgoat@live.com; www.americangoatsociety.com).

seeing as many as 60, lots of families with children. Her family is thrilled to see how amazingly this program has grown, both in size and benefit to the community."

Approximately 10 vendors donate to each After Market session, offering a variety of produce, baked goods, soups, pretzels and a full fridge. All donations are weighed and recorded before distribution. Participation is free, and participants sign up by sliding a signed sheet of paper into a box. Around 2:40, names are randomly drawn to form an order.

"Then, starting at the fridge, guests can pick up to five items, sometimes more," Traverse says. "Typically, this breaks down to one fridge item, three from the produce table, and one baked good. People can then return to the end of the line and go through the process as many times as they'd like, or until we run out of food."

He estimates that most go through the line

at least three times.

After Market serves between 60 and 120 people per week.

"It's only getting larger," says Traverse. "More folks are participating for the first time each week."

In total, the program donated more than 11 tons of food in 2025, with weekly distributions averaging 500 lbs. or more.

"We saved a literal ton of food every month from going into the landfill," says Traverse. "We're providing a benefit to the community, feeding our neighbors, and really reducing our environmental impact—what's not to love about After Market?"

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