



C&C Farm Supply Becomes Everstead™ Farm Supply

After decades of serving dairy producers, C&C Farm Supply is happy to introduce our new name and ownership, Everstead™ Farm Supply.

New Ownership, Strong Leadership for the Future

As of January 1, 2026, Henry Knicely became managing owner of the Virginia territory, bringing a unique combination of dairy experience, business leadership, and customer focus to Everstead™.

Henry grew up on his family's dairy in the Shenandoah Valley, where he remains actively involved today. From milking cows before school to troubleshooting parlor challenges as a teenager, and now investing in the family farm, he understands firsthand the daily realities, pressures, and opportunities dairy producers face.

Beyond the farm, Henry has spent the past eight years building and operating Sunrise Market & Deli, a successful retail business known for quality products and strong customer relationships.

Over the next 18–24 months, the current owners will begin to transition, with Steve Michael stepping away from the business while Dirk Smiley will remain involved as owner and mentor.

We're Here for You

Questions? Reach out to your current sales or service representative **anytime**. We're here to ensure a smooth transition.



Henry Knicely and family

While our name is changing, the foundation of our business remains unchanged:

- Our team is focused on serving you to the best of our ability.
- We look forward to providing a higher level of service, expertise, and support.
- We still have the same commitment to Lely products and robotic system success.
- Our location, phone numbers, and day-to-day operations remain the same.
- All existing sales contracts and service agreements remain fully in place, with no action required on your part. Our goal is to keep pricing and service rates as reasonable as possible.



Everstead™ Farm Supply
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