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WEEKLY NEWS



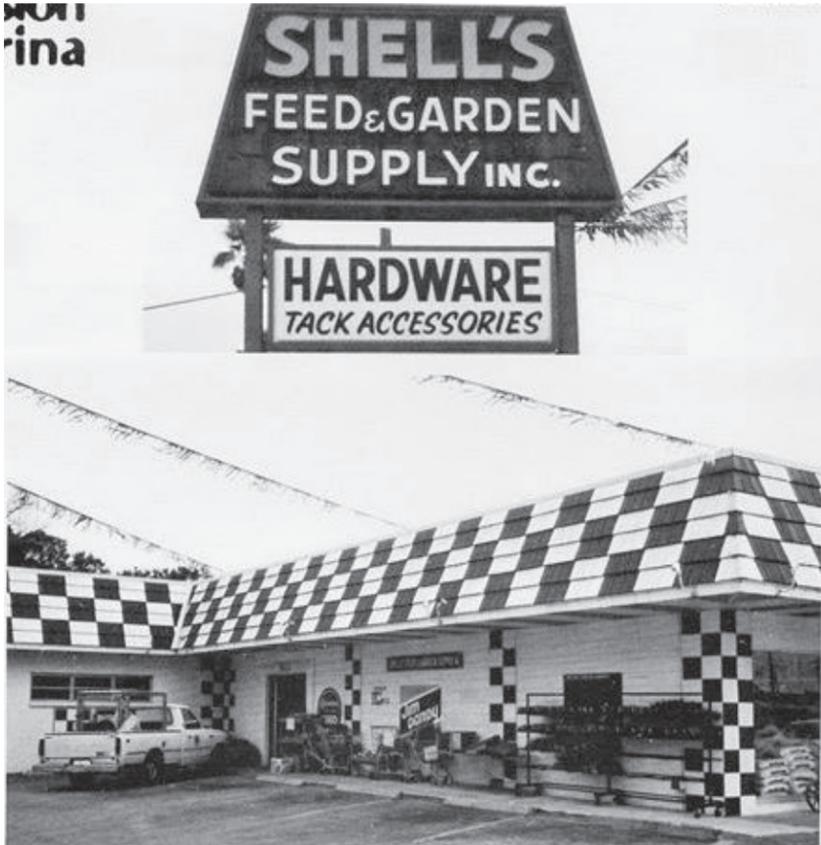
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Shell's Feed and Garden Supply celebrates 55th year in Business



Shell's Feed and Garden Supply located at 9513 N. Nebraska Ave. in Tampa carries a wide variety of pet foods, pet supplies, livestock feed, hay, rabbits, chickens, and plants, vegetable seeds and planters, fertilizers, rakes, shovels, and much, much more!

In the late summer of 1961, Shell's Feed and Garden Supply, Inc. opened the doors of the now locally famous Tampa feed and garden supply store without even so much as a cash register! Nearly a decade prior, the dream of a man who at once decided to make a better life for himself and his family, not only came to fruition, but succeeded beyond imagination. Shell's Feed and Garden Supply has become a household name to many in and around the Tampa Bay area and has been family owned and operated since opening day.

As the only Purina dealer store in Tampa for many years, Shell's Feed & Garden Supply's Founder Charles Shell, began delivering feed to farms as far away as Levy county. The business thrived and survived during many fluctuating markets ... even being revived after the demolition of their original store on Busch Blvd. in Tampa, Florida in the mid 1960's due to widening of roads.

In 1966, with the assistance of loans from Ralston Purina and Gulf Life Insurance, Shell opened the new store at 9513 N. Nebraska Avenue in Tampa, Florida and currently owns and operates a retail store and warehouse of 10,000 square feet, with property investments encompassing a whole city block.

The store was initially family-run. Charles' mother was cashier, his father the bookkeeper and both sons helped in the store since they were old enough to work. Today, Greg Shell has taken over the store, operating it with an equal amount of zeal as Charles, while incorporating new online marketing strategies while providing additional products for home gardeners and pet owners. Staying true to the store's original agricultural and family owned concept...yet keeping up with modern day needs makes Shell's Feed and Garden Supply, Inc. a business model that is respected by consumers and retailers alike.

Stop by Shell's Feed and Garden Supply and you'll be won over as well! From gardening supplies such as Earth Boxes, Seeds, starter plants, and fertilizer to pet supplies such as dog, cat and bird seed--chicken feed and rabbit pellets, Shell's Feed and Garden Supply lives up to their name. If that's not enough, you can pick out a chick for your farm or a bunny for a special someone!

A family-owned feed store founded 55 years ago thrives as second-generation management tweaks operations to capitalize on trends from organic gardening to the backyard chicken movement. Still, many Shell's Feed & Garden Supply customers savor the uniqueness of the store's sights, sounds and even smells that trigger memories of a bygone era. Since its 1961 opening, Shell's has survived sagging economies, North Tampa's urbanization and the dwindling presence of agricultural land. Greg Shell, 43, who began working at the family business at age 8, took over in 2007 as his father, Charles Shell, readied for retirement. "I spent six months talking to customers, being a floor person and clerk, re-familiarizing myself with the business," he said. "I realized the gardening department needed work" to adapt to "a whole new breed and style of gardening."

Shell said customers' unique comments about the store include one who remarked about the smell, adding, "I miss stores like this." Another man

said he "always felt the store was misplaced," and a female customer called it "a time capsule." Sums up Shell: "We try to stay true to what we are. Even though we've made some changes due to necessity, we're still the same Shell's Feed, stuck in the '60s."

Stop by Shell's Feed and Garden Supply today, 9513 N. Nebraska Ave., Tampa, FL 33612 just North of Busch Blvd., 932-9775, 932-4333, See Ad on Page 6.

