



Cedarburg's Landmark FEED, SEED & SUPPLY

N58 W6181 Columbia Rd., Cedarburg • 262-375-2909 • SUN 10-5; M-F 9-8; SAT 8-6

Historic feed mill home to thriving business

Housed in a historic building along the banks of Cedar Creek in Cedarburg, Landmark Feed, Seed & Supply—located at N58 W6181 Columbia Road—offers customers a wide variety of products in a friendly and inviting atmosphere.

“We’re a family business,” said Lynn Wilde who owns the store with her husband, Doug. “We’re very hands-on; we’re there every day.”

The couple—who bought Landmark Feed in 2005—also own Friends of Nature pet shops in Slinger and Menomonee Falls, growing their three businesses from a modest start to a vibrant livelihood.

“Nineteen years ago, we started our business in Menomonee Falls with 1,000 square feet and that has since expanded to 12,000 square feet,” Lynn said. “We acquired Landmark Supply in July of 2005.”

When the Landmark location became available, the Cedarburg Historical Society, who owned the property and wanted the 1844 building to remain a feed mill, decided the Wildes’ vision “would be a good fit” for the oldest retail establishment in the community.

The building—which has been some type of feed store since it was constructed by Frederick Hilgen and William Schroeder more than 150 years ago—has evolved over the past century and a half, but has never strayed too far from its original form.

“This truly was a mill and in many ways, it still is,” Lynn said.

While the iconic structure remains a stopping point for tourists to the area, the endless array of pet food and merchandise inside the building is what keeps the customers returning to the five-story site.

Landmark offers dog and cat food from dozens of companies, respectively; more than 100 custom mixes of bird feed, as well as an extensive selection of bird houses and feeders; eight formulas of horse feed; and certain forms of grass seed, fertilizers and lawn and garden items, to name some of Landmark’s most prominent items.

The store—which recently became a Purina distributorship that offers Mazuri products, an exotic line by company—is also the distributor for three kinds of horse products, Purina, Buckeye and Nutrena.

“We try to have the healthiest food available and we are constantly looking for the best products,” said Lynn, noting that when a specific product is not in stock, she will special order it for the customer.

“If somebody asks me for something, I will do my best to find it,” she said. “Our number one priority is to make our customers happy.”

As for future plans, the Wildes are looking to expand with a fourth business in the Mequon-Thiensville area.

“We feel that community will be a perfect fit for our business,” said Doug.

Business hours at the Cedarburg store are 8 a.m. to 8 p.m. Monday to Friday; 8 a.m. to 6 p.m. Saturday; and 10 a.m. to 5 p.m. Sunday.

To reach the business, one can call (262) 375-2909.



Landmark Feed has been an icon of Cedarburg since being built in 1844.



Owner Doug Wilde inspects a bag of Custom Mixed Lawn Seed.



Landmark offers a Wide Selection of Pet Supplies.



Doug is explaining to Sean the uses of a hopper feeder.