Written by Mark Jaeger
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Cedarburg mill remains true to historic roots while peddling pet food

In a community rich with iconic buildings, few structures reflect Cedarburg's sense of historic preservation better than Landmark Feed, Seed & Supply, N58 W6181 Columbia Rd.

The stone mill has towered over Columbia Road along the banks of Cedar Creek for more than 150 years.

It has long been a favorite setting for tourists snapping quintessential scenic shots and painters trying to capture days of yore on canvas.

The mill was constructed by Frederick Hilgen and William Schroeder in 1844 and is reported to be the oldest continually operating business venue in the city.

The mill stands five stories high, and its stone foundation walls are 32 inches thick.

But owners Doug and Lynn Wilde note that the stately structure is also home to a thriving business.

The couple bought Landmark Feed in 2005. They also own pet food shops in Slinger and Menomonee Falls.

The Cedarburg store carries a huge stock of pet foods and supplies, as well as the area's largest selection of feed for wild birds.

"We put a lot of work into building the business back up after the previous owner had let it tank. We did a lot to clean the place up, but it is pretty hard to keep a feed store pristine," Mrs. Wilde said.

"The Cedarburg store has always had a reputation for its bird seed, but we want to make it more rounded in providing a greater selection of pet foods and supplies."

The store now carries dog food from 23 companies and cat food from 21 makers. It will be adding the full line of Purina animal feed by the end of the month.

"A lot of what people will find at our store are holistic foods, and high-end items they aren't able to purchase at the grocery store," Wilde said.

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