

REMEMBERING ROBERT V. CALL, CHAPTER 35 MEMBER #305
BY Gene Preston

While looking back at past obits for a friend's passing, I came upon the obituary of one of our beloved members, Bob Call, who passed away April 15, 2023, age 96 unknown to us. I am amazed and shocked that we did not know about his passing at the time.

Bob was an outstanding individual as you will learn reading his lengthy obituary. Our belated prayers go out to the Call Family. I shall have a name plate made for our memorial plaque. Bob invited our chapter to tour his farm, hold a meeting and join in his annual employee pig roast April 4, 2009, at his My-T Acres farm in Batavia, NY. It remains one of our club highlights. Bob Call was always a joy to talk with and be around. The last time we were blessed with his presence was at Butch and Cindy Christ's first club picnic June 23, 2019, as shown in my accompanying photos of Bob and Roberta. Bob's name makes five members added to our memorial plaque in 2023. A sad year for sure.



Robert V. Call, Jr. "Bob" 96 of Oakfield, born to Robert V. Call and Lucille Hale Call on August 14, 1926, died peacefully at his residence on April 15th, 2023.

Bob was raised on the family farm on Lewiston Road in Batavia and was a 1944 graduate of Batavia High School. He served in the U.S. Navy as an Aircraft Technician working as a specialist in avionics. He then attended Cornell University's College of Agriculture earning a Bachelor of Science in Agriculture in 1950.

Bob, followed by his younger brother Dick, returned home to the family farm after graduating from Cornell. The two of them partnered together to buy the farm from their dad and incorporated Robert V. Call & Sons into My-T Acres, Inc., and Call Farms, Inc. in the late 1950's.

Bob married "Rindy" in 1951 and they built their home on a piece of land adjacent to the home farm in 1960.



Looking for a way to support his farm, he became a majority owner with Roland "Kick" Kickbush of Batavia Farm Equipment, an International Harvester tractor dealership that helped build the farm's fleet of tractors and implements. Understanding the need to market the farm's dairy enterprise of over 400 Holstein cows, he and his brother Dick were part owners, with Alvin Scroger, of Genesee Farms Dairy Stores where the farm's milk was bottled, made into homemade old-fashioned ice cream and marketed through the Dairy's chain of stores. Oliver's Candy store of Batavia became part of Genesee Farms Dairy stores as Bob and Dick saw the opportunity to increase the reach of the candy throughout Genesee County using the chain of Dairy stores as outlets. In 1995, Bob married Roberta Bradley and in 1997 they built their dream home in East Oakfield, New York where they have resided since.