

## The Udder Stuff – Gelato production

The Udder Stuff is a milk vending machine business that supplies consumers with fresh, locally produced milk. The business has two permanent locations in Cranbrook and Greendale Farm Shop, where customers can choose from a range of flavoured milkshakes in addition to whole milk.

The business aims to shorten the supply chain, reconnect consumers with the food production process, and provide a high-quality product. The milk comes from the Director Emily's family's dairy farm who have been at the farm for over four generations. The cows are milked, the milk is pasteurised and then is available in the vending machine within a matter of hours.

The Udder Stuff applied to the Innovation and Resilience Fund Round 2 to diversify their business to produce gelato from their milk. They received £20,000 to 50% fund the purchase of two ice cream machines which pasteurise, churn, and freeze the milk to create gelato. Once these were installed, The Udder Stuff set to work producing gelato using their newly developed recipes and flavour combinations.

The first ice cream sales occurred in Summer 2024, including tubs available from the Greendale Farm Shop vending machine and direct to customers at events such as the Devon County Show. They produced 40 batches of gelato in flavours including strawberries and cream, coffee, and Biscoff. This brought a new income stream to the business and created three additional roles in gelato production and sales for local employees.

The Udder Stuff has already started gelato production for 2025, offering new flavours at their Greendale vending machine and serving gelato at events through their portable shepherd's hut.

Emily Peters, Director of The Udder Stuff said *“Thanks to the IRF grant, we now have all the infrastructure required to produce gelato and are excited about continuing to grow this side of the business. The IRF scheme worked really well and we found the application process straightforward. It has opened up new opportunities for new products and we hope to serve gelato to more customers this summer and eventually open our own ice cream shop.”*

