

# CASE STUDY: ARCHERS JERSEY ICE CREAM

## **Background**

Archers Jersey Ice Cream is based at New Moor Farm, Walworth Gate where the first ice cream parlour opened in 2004 as a diversification project to add value to the milk. The family have farmed here since 1976 and the third generation now help to run the farm and parlour plus two additional parlours at Richmond and Redcar. Ice cream is produced all year round and they use a trailer to supply events.

## **Support from DCA - Promotion and Marketing**

As part of DCA's Food Hub project, Archer's ice cream cake has been identified as a unique product that could be taken to market and sold exclusively through high end supermarkets. DCA have realised the potential of this product and are supporting Archers with costings, packaging design and graphics, product placement and the contacts within the supply chain to take the product to market. DCA is providing free support for a year - the aim of the Food Hub project is to create a more efficient supply chain for local products.

"We have been impressed by Keith's knowledge of the food industry and this is helping us push our product forward to a larger market."

Sue Archer, Archers Jersey Ice Cream



**DURHAM  
COMMUNITY  
ACTION**

