

Moomaid of Zennor Ice Cream Ltd



Background

The village of Zennor nestles in the rugged countryside along the north coast of West Cornwall. Famous for the legendary mermaid whose image is carved into a medieval pew in the church, the village attracts many tourists.

Tremedda Farm is the perfect home for Moomaid of Zennor, scrumptious Cornish ice cream produced on the farm with milk fresh from the Fresian cows and delicious local ingredients.

Ice cream and sorbet in many tasty flavour combinations is sold throughout Cornwall in Moomaid ice cream parlours, delis, cafes and restaurants and many big hotels.

With 61,500 litres of ice cream produced last year production had reached maximum capacity and new equipment was needed to increase production.

Grant funding was used to purchase 4 new pieces of equipment to help with

the production line, an ingredients feeder, a ripple pump, new pasteuriser and new storage tank.



The new equipment

Economy and Sustainability

The new equipment has enabled Moomaid to double the amount of ice cream produced each day. Production is being scaled up gradually and since the new equipment has been installed production is up 20% compared to the same period last year.

The aim is to scale up production to double the amount produced per annum.

Increasing production



Rob Monies said: “We have increased the overall customer base in Cornwall and we have started shipping to Germany. We are investigating setting up a distribution network outside Cornwall and we have had new packaging designed.”

Moomaid of Zennor have 2 ice cream parlours and supply big hotels such as Bedruthan Steps, Tregenna Castle hotel in St Ives and the St Ives Harbour Hotel.

Rob said: “We are launching a new website soon and together with the increased production and new packaging we then plan to approach larger outlets over the course of this year.”

The increased production has enabled the business to take on a full time, year-round member of staff for the production room. The delivery driver who usually only works during seasonal months has started in January this year, so the enhanced production will provide him with more work.

Tremedda Farm and Moomaid of Zennor are family businesses and the ice cream business has provided an alternative income stream and a way to utilise the milk from the farm.

The more that can be done to utilise milk from the farm, will benefit the business overall as milk prices are subject to fluctuation.

The farm has a stake in the ice cream business and the farm has taken on an apprentice recently due to the increased demand.

LEADER funding is helping this business expand and plan for the future, building on an already successful Cornish food brand, none of which would have been possible without the new equipment.

Local Action Group Funding:
£23,062.50

