

# Selling ice-cream adds value to farm-produced milk



## Per Brunberg, Björketorp farm

### 1 Description of the innovation



#### Homemade ice-cream in many flavours, sold on-farm

Per Brunberg uses milk from the farm for manufacturing ice-cream. Driven by an interest in using farm products for good food, he uses no artificial ingredients. He offers ice-cream in a great variety of flavours. The ice-cream is sold on-farm, together with milk and some local products. The ice-cream is also delivered to local restaurants and sold at fairs.

The farm maintains close contact with consumers. Numerous groups have visited the farm and a great event is when the cows are let out of the house after winter. Per's mission is to spread knowledge of farming to a wider audience.

Per's five pieces of advices on how to develop an idea are: Do what you like to do, sell what you want to eat, fill a niche, create good working conditions and cooperate, involve neighbours and be helpful. "I refuse to do things only for economic reasons. Everything we do has to contribute to the farm and the people working here."



#### Economic benefits and the privilege of working with something you like

#### Passion for ice-cream making and a desire to add value to milk produced on the farm

Per scaled up ice-cream making six years ago. Dealing with the authorities was a problem, as it was a slow process and interpretation of regulations was unclear. Increased skill in making the product has been awarding. Contacts and meeting skilled producers of ice-cream have been of great importance.

## 2 Farm description

### ENVIRONMENT

From sandy soils to loam.

Temperate continental climate.

Altitude: 15 m a.s.l.

Slope: 0 %.

The farm is situated in Blekinge, south-east Sweden.

### GRASSLAND MANAGEMENT

**Grazing** : Yes.

Temporary grassland based on red clover, white clover, timothy, meadow fescue and perennial ryegrass.

Contracts in harvesting and manure spreading.

### STRUCTURE

4 AWU, one involved in ice-cream production. Trainees, including from abroad, work on the farm.

Organic production.

220 ha arable land area, of which 100 ha temporary grassland area.

Rape, faba beans, triticale and barley are grown.

### ANIMAL PERFORMANCE

120 dairy cows (Swedish Red and Holstein), producing 9,600 kg milk per year in VMS.

### WHY IS IT WORKING?

The passion for the product makes for success. Commitment to making a genuine product, interest in developing it and interest in cooperation and communicating about agriculture on the farm. Visitors are the future customers. And the ice-cream is really tasty! The product fills a niche and the farm is strategically close to a highway.