

Hello Again!

Happy New Year from everyone at Churchfields Farm. We are looking forward to an Olympic 2012 (in more ways than one), with some exciting plans for the ice cream and the farm alike.

Some of you may remember our first newsletter back in 2006. Doesn't time fly? It was my sister, Fi, who put the original "Scoop" together, but soon afterwards she moved down South, to live and work in Ascot. And I simply got too busy - in a good way of course!

Well - five years on; one husband and two kids later - Fi is back on the farm, and together, we are hoping to make this newsletter a regular feature.

We would like to 'spotlight' as many of our customers as possible, so if you have a story to tell about our ice cream, or any comments to share, please get in touch.

You can reach us on:

Email: churchfieldsfm@btconnect.com

Phone: 01905 451289

Twitter: churchfieldsic

Facebook: Churchfields Farmhouse Ice Cream.

We hope you enjoy reading The Scoop, and look forward to hearing from you soon

Gillian.



New Years Resolutions

In our list of New Years Resolutions we have reflected on why we set up shop in the first place, and reminded ourselves of all the things that are important to us as a business and as a family.

So, in 2012, our top 10 resolutions are:

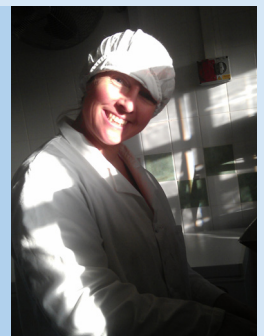
1. Keep our prices fair, and our product top-notch.
2. Do our best to accommodate special requests from our customers.
3. Be flexible with our deliveries.
4. Establish a new but traditional fruit tree orchard on the farm.
5. Improve the public footpaths that run through the farm.
6. Put up bird boxes to encourage tree sparrows.
7. Host farm visits for anyone wanting to learn about the farm and the ice cream.
8. Get involved in campaigns promoting local, honest food.
9. Buy new mattresses for the cows to sleep on.
10. Develop funky new flavours for the ice cream and sorbet.

Staff Profile - Deena Temple

Deena is our fabulous ice cream maker. She has lived and worked at Churchfields for four years with her husband Mike, who is also our herdsman.

Affectionately known as the most "Glamorous Granny" in town, you may also see Deena out and about delivering ice cream and scooping at the shows.

We are enormously grateful to Deena for all her hard work, and for her bubbly personality on the early shift! We simply wouldn't be where we are today without her.



Fresh Thinking

Reindeer Food Ice Cream Canapés

To help celebrate the opening of the Reindeer Inn Pub at Ombersley, Worcestershire, we were asked to come up with an original ice cream canapé to serve at their launch party.

After a bit of creative thinking we settled on a delicious mini waffle ice cream cone, with Reindeer Food Ice Cream on top.

Reindeer Food is one of new flavours of ice cream developed especially for Christmas. We took our award-winning vanilla ice cream and added fudge pieces, chocolate chunks and popping candy to give it a magical 'supersonic' edge.

I think it's safe to say, it went down a treat, with many surprised glances as the popping candy took effect!

We wish Kate and Carl all the best with their new business venture. To check it out (and try some Reindeer Food for yourself!), just head down the A449, towards Kidderminster, and they are on the left hand side, just past Ombersley village.



Growing Our Own



As part of our commitment to the Government's Environmental Stewardship Programme, we are planning to establish a traditional fruit tree orchard on the farm in 2012.

We are going to a lot of effort to select varieties of apples, pears, plums and greengages that are traditional to Worcestershire and the surrounding counties. We are hoping that, with a bit of luck, we can use our produce in the ice cream in years to come.

Cosy Calves

It was the calves at Churchfields that got special treatment this winter. We invested in the very latest calf-rearing technology to ensure that best welfare of our little moos.

The Holm & Laue Calf Igloo is promoted as "the most animal-friendly and hygienic husbandry design of choice". We reckon it's as good as it gets for calf comfort and style.

They are practical too. The igloos are easily cleaned and moved around, which keeps us happy, as well as the calves.



Spotlight on... Arley Post Office



Jocelyn and Peter Smith have been running Arley Post Office, tearoom and shop for the past four years. They are situated on the River Severn with the Severn Valley Railway on the opposite side of the river and valley.

It is an idyllic spot that attracts more than 200,000 visitors every year.

During busy weekends they serve Churchfields Ice Cream on the patio outside the shop (under a canopy) to encourage passing trade - but you can get ice cream at Arley all year round, even on Boxing Day, as their only day off is Christmas Day.

Peter has told us that on one unseasonably hot day in February, 2009 it seemed everyone went to visit them, and they sold 425 cones!

For a great day out for all the family (that won't cost the earth), take the Severn Valley Railway to Arley and get yourselves a yummy ice cream!