**Project Summary: Emily’s Ice Cream**

I have managed a small farmstead operation for 10 years. We currently make and sell cheese curds using our milk, and have a small on-farm store where we sell curds and other local products. We have been profitable enough to hire 1 part time staff member in the summer busy season. Our customers mostly come from 1-2 local counties and we have a very loyal customer base. In the past several years we have received multiple requests from customers for homemade ice cream. We’ve also seen another farm begin to sell ice cream amid great success.

After researching costs, we decided that making and selling homemade ice cream would be an opportunity for our business to diversify and expand. We expect to increase our profits and hire 2 additional part-time staff to make and serve the ice cream. We believe that bringing our ice cream to farmers markets (along with our curds) is a great opportunity to increase name recognition and build our brand.

So far, we have researched the costs for raw ingredients and created a pricing model to ensure profitability. We have begun to create a dedicated space on the farm for ice cream processing and researched the equipment we would like to purchase with the grant dolllars. We have one employee lined up to take on additional hours towards product development and would work to hire another employee for market outreach.