

# Milking Times

## Springing into 2011

We're hoping that 2011 looks to be another exciting year for the Doddington Dairy. At the moment we're moving the ice cream manufacturing facilities into a new, bigger and more streamlined room but, as always, this creates its own challenges! Once up and working though it should allow us to continue to produce great ice cream but in a more super efficient (as the electrician described it yesterday) way. It is sad to leave the old room where we started out in 2000, but this area will become the new fudge making room, giving everyone a little more space.

The cheese is also expanding their stores and including a new small production area so that Margaret-Ann can experiment with newer, different types of cheese — watch this space!

Otherwise the first two months of the year have been plan, plan and even more planning. We've been looking at the events we hope to attend this year along with how we can improve our service to you. Please let us know where you think there are areas for development! A list of events are on our website. We are trying to keep more in touch with everyone through the web and other social media, of which more later.

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## Clan Maxwell Ice Cream

Our new range of ice creams were launched at the Scottish Borders Tourism Fair on 1st March 2011 and we hope that they will appeal to food outlets and tourist attractions throughout the Borders and further afield.

The rich and colourful history of the Maxwell family saw them involved in many historical epics, as well as being notable Border Reivers, but it seems dairy is in the blood. This is highly appropriate for a family whose castles have included Castlemik and Cowhill and it seems they have been dairy farmers for over 300 years. So, following in this tradition and using this heritage Neill Maxwell explains how he wanted to make ice cream that was everything that the Maxwells are about, "My father was born and farmed in Dumfriesshire, where the family seat of the Maxwells is situated at Nithsdale and we have long been involved in the Borders turbulent history. Consequently Clan Maxwell is a tribute to the history of the clan and our dairy farming background which goes back generations".

The head of the Maxwell family, whose descendants became the Lords Maxwell and the Earls of Nithsdale, lived at the imposing Caerlaverock Castle on the Solway coast in Dumfriesshire. Earlier this month, the family went back to their roots for a photoshoot of the new tubs



featuring the family in their traditional Maxwell tartan.



## The first sign of Spring!

Anna and Frances enjoying the huge numbers of snowdrops along the side of the burn at Doddington.

## Social Media

We're all being told the importance of the internet and, whilst we need to keep it in perspective, it is something we're trying to keep up to date with. We've updated the ice cream side of our **website**

[www.doddingtondairy.co.uk](http://www.doddingtondairy.co.uk) recently.

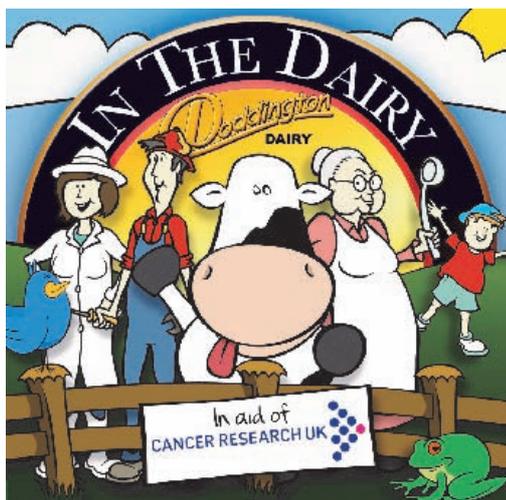
This hopefully reflects our "Real, fresh and natural ingredients" more fully. We hope you like it and, if not, please tell us why not!

We've also been trying to raise our social media presence, so you will find us on **Facebook** ([www.facebook.com/doddingtondairy](http://www.facebook.com/doddingtondairy)) and **twitter**

(@doddingtondairy). These are quickly becoming the first place to hear news from us so why not follow us and find out!

## In the Dairy (making milk is such a breeze)

A catchy tune is always one of the ways to catch the imagination, and we're always looking for new and innovative ways to promote our business. Couple this with raising money for charity and we're in! So, working with Lazy Grace, who wrote the totally original lyrics, we released "In the Dairy" in December. Available to watch and/or download on **you tube** or from our website.



the international  
food & drink event  
13th - 16th March 2011

We will be attending IFE2011 at Excel 13th -16th March. Our **stand number**

is **N1132** and we are situated in the Speciality and Regional Food from Britain section along with some other Northumbria Larder members. Please come along and brighten our day by saying hello!

## Cheese Supply

Unfortunately one of the main cheese wholesalers that used to supply cheese across the North East is no more. We obviously don't want customers to miss out on eating our range of cheeses, so please contact us directly if you have any problem in sourcing them and we will sort this out immediately.

## Down on the Farm

We hesitate to say that it's good to have the worst of the winter behind us, as it has been known to snow quite hard in March, but we look at scenes like the one below and hope they're in the past. Obviously the snow affected everything in December and created a huge amount of work on the farm. When you look back at the pictures though it does always make things very pretty! In particular, for the second year running we didn't manage to lift all of the fodder beet and that, which we did lift, was pretty frost damaged. This leaves us having to buy in more cow feed unfortunately. Milk prices continue to remain low and are generally below cost of production so continue to be of great concern. We are now selling the last of 2010's lambs as we gear up for this year's lambing. The seasons move round very quickly.



The Mires project is now up and going, with the new wind pump turning, as I write. This will pump water onto pastures for wading birds which should create an ideal environment for them as they start to nest over the next few months. As always at Doddington we have been enjoying the geese—one observer estimated 10,000 around the farm at one point. We manage the grass overwinter to keep it short and Natural England suggest this short grass is the best tasting to keep them coming back!