



**HARTPURY  
AGRICULTURE**

DIGITAL INNOVATION FARM



**CASE STUDY**

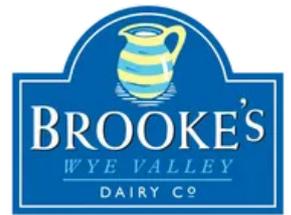
# BROOKE'S WYE VALLEY DAIRY Co.

Brooke's Dairy has been a cornerstone of the Wye Valley for 50 years, producing high-quality dairy products from their herd of 100 Jersey cows. Located just outside Tintern, the family-run farm began diversifying in the late 1980s, with Robert and Irene Brooke launching their own farm-made ice cream in 1991. Today, they supply their award-winning products to local farm shops, retailers (including Waitrose and Morrisons) plus restaurants and tourist outlets, while attending many of the regional agricultural shows. In 2019, their daughter Hannah expanded the business further by developing and launching a range of artisan soft cheeses.

As the family business continues to grow, Hannah recognised the need to explore new avenues for business growth. With support from Hartpury's Tech Box Park, she accessed fully funded assistance through the UK Government's Shared Prosperity Fund. This support focused on two key areas: mentoring and market insights, as well as business planning and supply chain strategy.



Hannah said:  
*"What stood out for me was how my mentors reinforced the importance of stepping back from the day-to-day and looking at the bigger picture."*



Hartpury's invaluable experience in agri-food and business meant they could guide me efficiently, connecting me to the right people and helping us refine our marketing and growth strategy to build a strong future for the next generation."

With a busy summer ahead, Brooke's Dairy is focussed on producing their signature ice cream while continuing to develop their business plan to ensure long-term sustainability.

Passionate about keeping the farm in the family, Hannah hopes to build a strong future for the next generation, including her two young boys - who are already enthusiastic farm helpers and ice cream tasters!

For more information, email [techboxpark@hartpury.ac.uk](mailto:techboxpark@hartpury.ac.uk) or visit [hartpury.ac.uk/techboxpark](http://hartpury.ac.uk/techboxpark)



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