

# RAW GOAT'S MILK

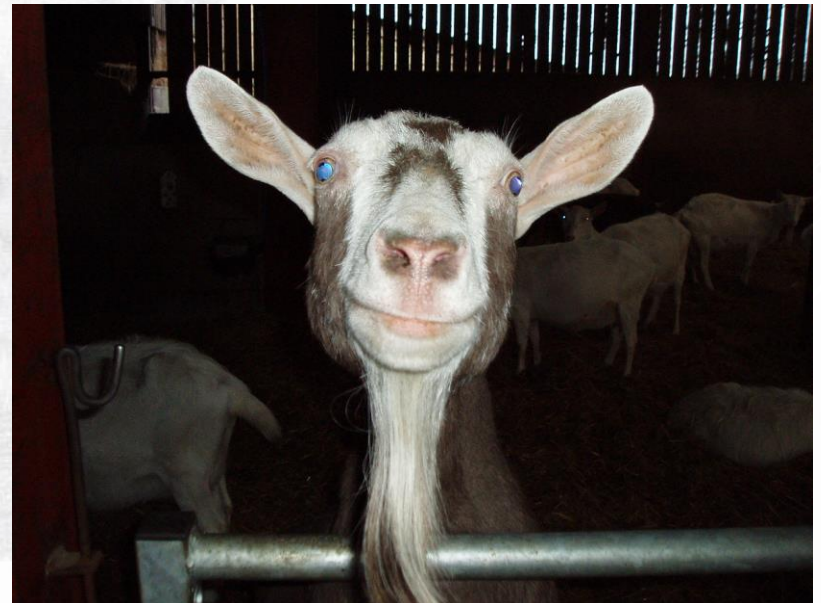
## A Producer's Perspective

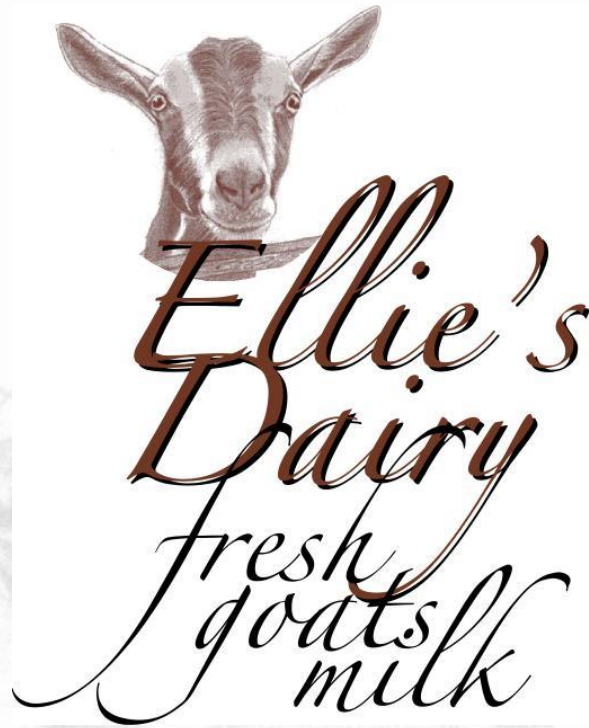
Debbie Vernon

Ellie's Dairy, Wychling, Kent

Tel: 07770 777970

Website: [www.elliesdairy.co.uk](http://www.elliesdairy.co.uk)





Based on North Kent Downs in AONB

Founded by David Shannon & Debbie Vernon in 2004  
with 3 goats

Currently the UK's largest producer of raw goat's milk  
with over 400 goats

# Raw Goat's Milk



- Benefit to cow's milk & lactose intolerant
- Lighter, fresher taste
- Perceived as 'healthier' than cow's milk
- Perception of industry as being more ethical than bovine



# Ellie's Dairy

## Routes to market

- Limited doorstep delivery
- Farmers' Markets
- Wholesale/Retail
- Retail - direct supply
- Mail order
- Bulk to cheesemakers





# Ellie's Dairy Sales profile

- Total production volumes
- Bulk vs Bottle
- Direct retail vs Third Party retail
- The 'winter dip' – prioritisation
- Increase in sales

# Safety & Hygiene Considerations



- DHI/FSA/EHO ad hoc inspections
- Regular independent microbiology testing
- Legal framework – eg. medicated animals
- Goats generally much cleaner than cows – housing & milking
- Minimal handling ‘teat to tank’
- Cold chain maintained in storage & delivery



# Ellie's Dairy

## Retail environment

- Farmers' markets – face to face contact
- Third Party – small, specialist shops with knowledgeable staff
- Mail order – engage customer via phone or email

# The future

- Raw milk sales *MUST* continue
- Freedom of choice for consumer - location or cost of delivery sometimes prohibitive
- Retail sales required particularly in urban areas
- Safe, controlled & hygienic production
- Inform & educate



# Case Studies



- Family A – skin conditions
- Child B – severe digestive problems
- Child C – epilepsy



# Any Questions?

Debbie Vernon

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Tel: 07770 777970

Email: [ellie@elliesdairy.co.uk](mailto:ellie@elliesdairy.co.uk)

Blog: [www.elliesdairy.blogspot.co.uk](http://www.elliesdairy.blogspot.co.uk)