



## Case Study: Lowcountry Creamery.

### Background

Located in Bowman, South Carolina, Lowcountry Creamery, LLC is a value-added dairy which produces and sells milk, cream, yogurt, and other dairy products for local and regional markets. The creamery developed out of Landsdowne Dairy. The dairy, owned by Patrick Myers and Kent Whetsell, opened in 2009 and began selling raw milk in 2011. Soon after, it became apparent that a market existed for a wider variety of specialty dairy goods which would allow the company to expand, and so Lowcountry Creamery was registered in 2013. Josh Brooks was brought in as a partner in order to help manage the project. Production began in early 2015, with the product being well received by customers. The creamery uses raw milk from Landsdowne Dairy to supply its needs for fluid milk, heavy cream, yogurt, and kefir.



### Lowcountry Creamery's Goals

The creamery was established to fill a need in the region for value-added artisan dairy products.

Using milk from their sustainable family farm, Lowcountry Creamery sought to create high quality small batch products such as milk, yogurt, and butter for both individuals and restaurants.



### Matson Consulting

As their company and goals expanded, the operators of Lowcountry Creamery and Landsdowne Dairy needed someone to help them turn their business ideas into reality. At Matson Consulting, working closely with clients to identify needs and meet and goals is important to creating a successful business venture. Through face to face meetings and client interaction, we seek to make sure that the right questions are asked and answered in order to help individuals and companies understand the process and make them an active part in growing their business. Work with Lowcountry Creamery and other clients involves extensive



research and planning, not only on the business itself, but also on how it will integrate into the surrounding business and agricultural climate. Matson Consulting has helped Lowcountry Creamery with multiple projects:

- **VAPG Planning Grant** application for Landsdowne Dairy for adding value to the raw milk in order to produce dairy products. This funding laid the groundwork for their company's expansion and the establishment of Lowcountry Creamery to enter into a new market for their product. This grant enabled the completion of a feasibility study as well as business and marketing plans for the new operation.

- **Feasibility Study** for the creation of Lowcountry Creamery as an on-farm creamery capable of selling value-added dairy products using milk produced by Landsdowne Dairy. The study involves taking a look at all aspects of the proposed business, from finances to infrastructure, to ensure that it can begin on a strong foundation and with operators who are well informed and prepared.



- **Business and Marketing Plans** to detail the business operations of Lowcountry Creamery and establish a direction for growth. Matson Consulting worked with the owners to identify products, company structure, business strategies, and markets which would best suit Lowcountry's goals and resources.

- **VAPG Working Capital Grant** application for Lowcountry Creamery to expand operations and increase production. This grant focused on allowing the creamery to implement its business and marketing plans, purchasing supplies, and increasing its human resources in order to grow.



### **Accomplishments**

As a result of the work done with Matson, Lowcountry Creamery has been able to expand from an idea to a reality. The initial planning grant brought in \$100,000 in funding



for the feasibility study, business and marketing plans, and to begin the transition into a creamery operation. Work on these found that establishing an on-farm creamery using Landsdowne Dairy milk would be feasible, and created a plan for business organization and operation. Matson assisted Lowcountry Creamery in identifying potential markets, competitors, and products that they could incorporate into their business model. A financial plan was created, and they have been successful in growing their business each step of the way, bringing in more people, such as Josh Brooks, and producing more product.