

Midtown Farm Milkhouse supported by fibre broadband



Situated in the heart of Caldbeck, Midtown Farm Milkhouse sells farm fresh milk, much-loved milkshakes, locally produced meat, cheese, butter and sweet treats, from their family run farm to the local community and surrounding areas.

Owner, Angus Hodgson, spoke to the Connecting Cumbria team about how the arrival of superfast broadband is helping them work faster and better as well as supporting their diversification of the farm.

He said: “Dairy has always been a big part of life at Midtown Farm but last year we decided to add an extra string to our bow and the Milkhouse opened its doors. Instead of buying milk from the shops customers can buy direct from the farm via vending machines which means zero food miles and a much more sustainable product. It’s been a huge success and we’re incredibly grateful for the support of our customers”.

“Being online is so important. We depend heavily on social media to advertise the business and both our Facebook and Instagram pages now have a healthy number of followers. Not only is social media a platform to showcase our product to the world it also lets us communicate with our customers 24 hours a day, seven days a week”.

“Having faster, more reliable broadband gave us the confidence to really focus on the online side of things. Although we have a website it’s social media that really drives new customers to us. Nothing is better than word of mouth whether that’s face to face or online”.

“From an on-site perspective, our card payment system is dependant on a stable broadband service – before fibre we just couldn’t have offered a card payment service. We can also back up all of our security camera footage and retrieve it if required via both our home and mobile devices”.



Angus went on: “There’s a raft of other benefits – from using online banking and completing our legally required online paperwork to using the cattle passport system and viewing our herd in the cattle sheds via Wi-Fi during the winter months.

To find out more about Midtown Farm Milkhouse, visit <https://midtownmilkhouse.co.uk/>