

Growing Success for Twin Peaks Creamery

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John Pruim had a dream to make and sell ice cream from an on-farm retail store. This spring, the overwhelming success of he and his family's Twin Peaks Creamery at Warman, SK, was acknowledged by their community when it was nominated for three Prairie Sky Chamber of Commerce Business of Excellence Awards (BEXA) and finished as a finalist in the "New Business" award division. It's well deserved recognition for this thriving business which is making its mark in Saskatchewan's agri-business and agri-tourism sector.

Twin Peaks Creamery is the latest venture in the Plumblossom and Peak Farms journey of Art and Elaine Pruim and their five children – John, Brad, James, Nicole and Travis – who breed Holsteins and Jerseys under the Matvale prefix. (See our earlier Pruim family and Twin Peaks Creamery profile in the WCDN's Christmas 2023 issue.) The Pruims milk 380 cows 3x/day at Plumblossom Farm, Osler. Fifteen minutes away at Peak Farms, where they do the bulk of their grain farming, you will find the Twin Peaks Creamery, plus housing for their dairy heifers, pigs, sheep, and Speckled Park beef.

Peak Farms is the closest "active farm" to the cities of Saskatoon and Warman. With more than 300,000 people living within 10 minutes of that farm, it was the perfect place for the Pruims to establish an on-farm retail store. In March 2023, Twin Peaks Creamery officially opened, and John Pruim began making and selling his hybrid of ice cream/gelato from an attractive farm store which includes retail, processing and storage areas. In addition to ice cream, the store also sells packaged beef, pork and lamb products, plus some imported Dutch and German goods.

Twin Peaks Creamery has been a success from the start thanks to the talent and hard work of John and the support and help of his parents Art and Elaine. John's original plan was just to sell scooped ice cream in cones and dishes from the farm store, along with pint containers for take home. In the summer of 2024 that marketing plan began to evolve. "We started to sell product to the Children's Hospital in Saskatoon and 'wholesale' ice cream to other local, specialty stores that wanted to carry our product," says Art, who handles the Creamery's media interviews. With families

and other businesses, like campgrounds and a wedding convention facility, asking for larger containers, John began selling 4 and 11-litre pails of his ice cream. To meet this growing demand, the Pruims will build an 1800 square foot addition onto the Creamery's processing area this past summer. They plan to upgrade and install a larger pasteurizer and chiller and replace the stand alone freezers with walk-in freezers. This added space will allow them to also bottle and sell skim and whole milk from the store.

The Creamery is open from Monday to Saturday, 10am to 10pm, during the peak summer months. This year, due to warm weather, summer hours began on Good Friday in April and will run until Canadian Thanksgiving in October. Because of customer requests to be open year-round, the Creamery is open the balance of the year from 12 noon to 6pm. They are closed Sunday and Christmas Day. Success demanded increasing staff from John, his mom Elaine and one part-time girl initially in 2023, to adding three more part-time ladies and one full-time person by August 2024. In 2025 the staff has expanded to even more part-time help at the counter. John's biggest challenge? "Keeping up and making more hours in the day," says the 30-year-old who arrives at the Creamery by 8am and is lucky to leave by 10:30pm during the summer. He continues to pursue additional training and education in ice cream making, as well as attending trade shows to network and gain new ideas for packaging and equipment.

The Creamery's display case can hold 24 varieties of ice cream/gelato and sorbet, with most ice cream at 13% cream. "John is continuously researching and creating new ice creams," says Art. "During certain months, we offer special flavours for a limited time like Pumpkin Pie, Candy Cane, Eggnog and Cinnamon. Earlier this year, we started making ice cream cakes in three different flavours." John has learned a lot about his customers and what they want in an ice cream since he opened. Many ethnicities, for example, like ice cream with nuts in, so John has developed products that meet those requests.

The store's packaged meat products are popular as well. "Those items really resonate with people because all of the



John Pruim realized his dream of making and selling ice cream when the Twin Peaks Creamery opened in March 2023. Today his business continues to grow and expand with bottling and selling milk coming next for this on-farm Saskatchewan retail store.



This large Twin Peaks Creamery road sign on Highway 11 north of Saskatoon invites people to stop in for a taste of their premium ice cream.



Twin Peaks Creamery at Warman, SK, opened in March 2023, making its mark with a delicious selection of ice cream flavours and in 2025 will be expanding its processing area to meet the growing demand for the products it sells both on-farm and now to wholesale outlets.

sense the disconnect these days between farm and consumer. It has been great to educate the consumer about farming and agriculture with the products we sell." The Pruims host many school tours at Peak Farms (they had 30 in May and June with an average of 30 people/tour), plus provide tours for families and other large groups upon request. Visitors tour the barns and corrals that house baby dairy calves up to springing heifers, pigs, and the 25 cow/calf Speckle Park beef pairs. In 2024, Art built two small fenced in fields right next to the Creamery where he puts some goats, lambs and Jersey calves in the summer. Bleachers for seating face the fields. There are outdoor picnic tables, benches, and a play area with lawn games for customers to enjoy in the area across from the Creamery. A life-size, fiberglass Holstein cow is popular for pictures. "We have had as many as 75-100 people on a Saturday afternoon out here at any one time," says Art. Peak Farms has hosted several corporate functions on the farm where, for a fee, they will put up a tent, provide ice cream and a barbecue using meat from the store.

Last year, Peak Farms became part of the "Harvest Hosts" program, one of over 9500 farms, wineries, breweries, etc. in

The newly available Twin Peaks Creamery Ice Cream Cakes have become popular with customers, along with the take home containers of ice cream, packaged meat products and a variety of imported Dutch and German goods that are sold in this retail store.



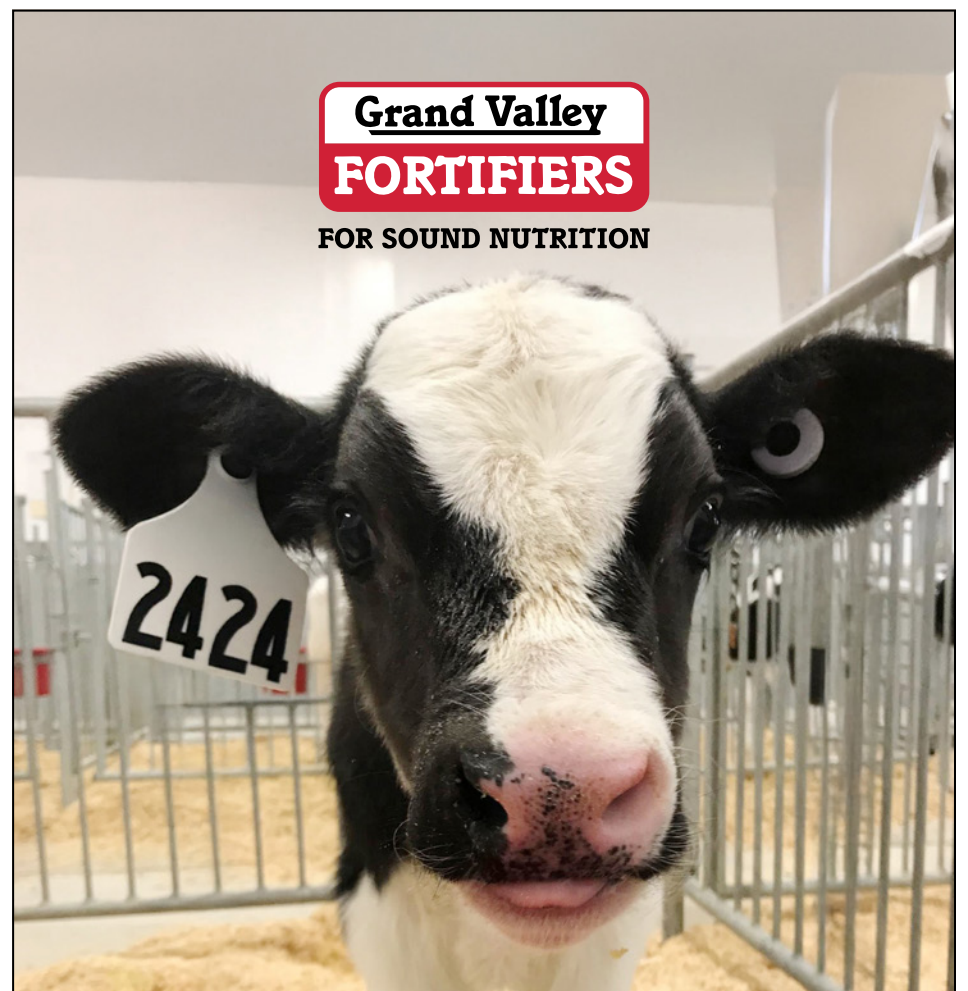
North America that offer Recreational Vehicle (RV) camping on their property. "As a Harvest Host member, people can come and camp on your yard for free but are encouraged to spend a minimum of \$30/night in your retail facility. We charge \$10 for power, but provide no other services, and don't have to pay anything to be on the host list. In year one, we had 80 different campers camp on the farm and the average spend was over \$70/night through the store. We are on target to host up to 120 this year. Elaine manages the farm tours and Harvest Host, and I help out with farm tours when we have a big school class," says Art.

What's next at Peak Farms? "Building a robotic barn in 2026 with a viewing area," answers Art. "We will milk 50-60 cows here and supply the milk directly to the Creamery. Right now, John still brings milk over 3x/week from Plumblossom Farm."

The Pruims admit they are still surprised by how well Twin Peaks Creamery has taken off. "John had a dream," says Art,

"And as a father it is so rewarding to see how successful this business has been for him. Despite all the complaints about how expensive it is to go to fast food places now, people still come here for an ice cream. To see people drive a Beemer, Lexus or Tesla on gravel roads to get here proves we have managed to do two things critical to this business: quality of product and service."

The Pruims' advice to anyone wanting to start their own on-farm retail store? "Do your research. Take your time. Make sure you get all the proper permits in place. Do it right. Create a really good product. Provide excellent service," says Art. "We made one error," he smiles. "We should have made our processing area bigger to start with!" Sound advice from a farm family whose hard work has made Twin Peaks Creamery a favourite destination for many in the Saskatoon area.



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