



## community development partnership

*Creating opportunities for people to live, work, and thrive on the Lower Cape*

### Where Are They Now?

#### How the CDP Made Ice Cream and Strawberries a Model for Growth

*“Community is so important to us.”*

Mary de Bartolo, The Local Scoop



For Mary DeBartolo, owner of The Local Scoop in Orleans, having an ice cream shop was a childhood dream that she never gave up. An IT professional, she decided to take a leap of faith in 2013 and opened her own ice cream store. “It was probably the best thing I have ever done and the most challenging, but it has been awesome,” says Mary.

Growing up on the Cape and then living in California for a number of years, Lucas Dinwiddie, owner of Halcyon Farm, was always exposed to agriculture on “a massive scale.” He knew small scale sustainable farming was what he wanted to do so in 2009 he moved back to the Cape and started Halcyon Farm, a quintessential community based enterprise. He focused on “building soil and growing good clean food for the people I live with,” says Lucas.

The two are very close friends and have worked collaboratively as well – Lucas grows the organic

strawberries that Mary uses in her artisanal ice cream.

Although both are finding growth and success in their respective businesses, “It has been a challenge, with ups and downs and trying to diversify, says Lucas. For both, the CDP has been a factor in their ability to expand and run a business well.

“I didn’t know much about a brick and mortar operation,” says Mary. “I am really grateful to the CDP because they helped me to understand the economics of the business.” When the business expanded with the purchase of a vehicle that served both as a delivery vehicle and an ice cream vending truck, known as the “pop-mobile”, Mary turned to the CDP for help with marketing this new

---

3 Main Street Mercantile, Unit 7   Eastham, MA 02642  
P 508.240.7873   F 508.240.5085   E [contact@capecdp.org](mailto:contact@capecdp.org)

[www.capecdp.org](http://www.capecdp.org)



aspect of the business. Through a professional services grant, The Local Scoop was able to hire a marketing firm that provided Mary with a strategy not only to manage the marketing of the truck but also the business as a whole.

Growth means a different set of challenges for a one-acre farm on Cape Cod that is growing salad crops. Lucas first approached the CDP about 5 years ago when he needed a better solution to irrigating his crops than using town water. He wanted to put in a well, but the price tag was hefty and he was uncomfortable approaching a bank. People in the community told him about the CDP's micro-loan program. After the well was put in and the loan paid back, the relationship continued.



Both Mary and Lucas continue to take advantage of workshops and the technical assistance program through the CDP.

Halcyon Farm is now in its 10<sup>th</sup> year and is in full planting mode. This past year in an effort to diversify, Lucas converted a portion of the farmhouse into a Bed & Breakfast. "The challenge is letting go, delegating, managing how big you want to grow and determining at what point have you reached sustainability," says Lucas. "We are trying to design for quality of life."

"The support of the CDP was so important to the success of The Local Scoop," says Mary. "I couldn't afford the assistance that I needed – I would have been stuck." The Local Scoop is far from stuck. They now have 15 wholesale customers, they source local products from across the Cape, they have purchased additional equipment and have created a space for children to visit and play in the off-season. "Community is so important to us," says Mary.