

The Owners of Pritchard's Ice Cream Shop Travel to Costa Rica to Learn the Benefits of Fair Trade

MINNEAPOLIS, MN (November 13, 2017) - Family owned ice cream shop, Pritchard's Ice Cream, is a local business that is not only dedicated to delicious flavor development, but also fair trade. Pritchard's takes pride in using fair trade ingredients such as fair trade coffees and vanilla for their ice creams to help empower smaller farms and their families.

The love for fair trade began in 1989, when CEO of Pritchard's, Bruce Pritchard, traveled to the beautiful country of Italy and instantly fell in love with cafe gelato. Bruce's passion for the coffee flavor traveled back to the states with him, where it was introduced and soon featured as a flavor on the menu at Pritchard's.

Five years later, in 1994, Pritchard's began using fair trade coffee when Bruce's niece, Tricia Pritchard-Smith, became interested in the fair trade movement and encouraged her uncle to begin sourcing fair trade goods. Now, Pritchard's uses fair trade ingredients such as coffee, sugars, cardamom and vanilla.

This past October, current CEO Sam Pritchard and his family, left their fast paced business in the Minneapolis-St. Paul Region to venture to the rocky and hilly land of Costa Rica to visit the coffee farms where the coffee used in their ice cream is cultivated.

Once arriving in Costa Rica, Sam and his family experienced the beautiful Monteverde region where most of Costa Rica's coffee is grown. The climate in this area is humid and shady, which is ideal for coffee plants. The coffee plants grow alongside other trees and shrubs, such as grapefruit, papaya, pineapple or non-fruit bearing trees, and medicinal plants on the hilly and fieldless region of Monteverde.

Surprised by the design of the coffee farms, Sam Pritchard stated, "For as much coffee as I drink, you'd think I'd know more about how it's grown. I thought coffee trees grew in neat little rows, like a little coffee orchard."

While at the coffee plantation, the Pritchard's had the opportunity to meet the Mora family who have received benefits through working with fair trade. The family consists of the father, Benicio, his two sons, Angelo and Estevan, and his daughter, Paloma. Benicio has been farming and processing coffee for nearly 30 years, and has received help from all of his children on the farm. However, he places his children's education and schooling first.

Because Benicio's coffee sells at the fair trade price, his children have been able to focus on school and not drop out in order to support their family financially. Although Angelo and Estevan

already finished high school and decided to join their father, Paloma has goals in mind for the future once senior year is over.

Through a local translator, Isabel, the Pritchard's were able to communicate with Benicio and his family.

Paloma explained her dreams to the Pritchard's, "I want to learn more about world economies and how we can create systems where everyone wins, not systems of winners and losers," she said through the translator.

The Pritchard family grew an instant bond with the Mora family by learning firsthand how fairly traded coffee can help the lives of small farmers and their families. The Pritchard's wanted to show the chain of events that fair trade coffee can lead to and overnight shipped their notorious coffee flavored ice cream from Minneapolis to Costa Rica for the Mora family to taste.

Angelo exuberantly said, "Perfection! You must open a store here."

Through the Pritchard's journey to the rocky and hilly land of Costa Rica, they were able to experience the benefits using fair trade ingredients has for workers on farms. If it were not for companies that use fair trade ingredients, family's like the Mora's would be struggling daily to provide the basic necessities of life. Supporting fair trade businesses, such as Pritchard's, is an easy and delicious way to help the lives of people trying to become successful, such as a girl, like Paloma, with a dream to change the world.

Cover Letter

1. Where would you pitch this story? (You can say the type of publication, if you don't know an exact name.) Why?

I would pitch this story to Star Tribune, which is the largest newspaper in Minnesota that originated as the Minneapolis Tribune. I would pitch this story to the Star Tribune newspaper because it includes a range of information and customer satisfaction in the Minneapolis area. Particularly, I would pitch this story to the "Taste" section which is a special weekly section that includes restaurants, recipes and delicious ingredients. I think this would be a great section to pitch the story to because it explains the use of fair trade ingredients and how they can be beneficial to small farms and families.

2. Explain (briefly) how this feature helps the company attain its goal.

This feature helps the company attain its goal of shifting the mindset of customers from believing that Pritchard's is an outdated ice cream shop to being an inventive, unique and thoughtful business that focuses on helping out other families and individuals. Highlighting the idea of fair trade and how buying fairly traded ingredients can impact the lives of individuals from across the world is something extremely heartwarming and attention grabbing. This feature will attract new customers to the company because they will learn that not only will they be enjoying delicious ice cream, but also helping families on coffee plantations in Costa Rica.

3. In two sentences or less, how would you pitch this to a reporter?

Pritchard's Ice Cream supports the use of fair trade ingredients by incorporating them into their delicious ice cream flavors. They traveled to Costa Rica where they witnessed first hand the benefits and effects using fair trade ingredients has on farms and families.

4. What do you think is the strongest part of the feature you wrote? Why?

I believe the strongest part of the feature I wrote is the section describing the effect businesses using fairly traded ingredients has had on the Mora family. I think adding a personal narrative about a family gains a relatable factor for readers. I believe adding a quote from Paloma will attract individuals with children or families and cause them to recognize how buying fair trade food items has a domino effect type impact on people. This section helps to explain why the fair trade movement should be appreciated and used by more businesses because of the effect it has on people. I think people lack knowledge in the field of fair trade, therefore this section helps to lay out the benefits of it and the impact on a specific family.

5. If you had more time, what would you like to work on? Why?

During this written assignment, my thoughts about what information was important versus unimportant was very scatterbrained. The feature article assignment filled with information was

very helpful while writing this piece, however I struggled with weaving out the good from the bad. I did not want to bore my readers with useless information, therefore I believe I could revise my introduction and the two paragraphs following that. However, I understand that this is a feature article rather than a news article, therefore this can be a bit longer and go into more detail. Also, I think I could have researched the fair trade movement more and included more facts about that.

6. Which type of headline did you use? Why?

For this feature, I used an informational headline. I believe including the idea of Fair Trade in the headline was extremely important because it is something that could intrigue readers to learn more about. Also, in the headline I included the word “benefit” to generate curiosity in readers and recognize that the feature had information that could be of a positive attribute to their lives.

7. What other sources did you use besides the information in the assignment document?

Besides the information in the assigned document, I used a few other sources:

<http://equalexchange.coop/products/coffee/faqs/what-fair-trade-coffee>

http://www.fairtraderesource.org/downloads/top_10_reasons_to_support_ft.pdf

<http://www.startribune.com/variety/taste/>

https://en.wikipedia.org/wiki/Star_Tribune