



February 2010

Will you be taking part in the Fairtrade Big Swap?

The Fairtrade Fortnight takes place on 22nd of February to 7th March and this year is asking the nation to take part in “The Big Swap”. For two whole weeks, you are being asked to swap your usual shopping for Fairtrade Products. This is made even easier by The Cotswold Ice Cream Company based in the Cotswolds. Six of their flavours are certified by the Fairtrade Foundation – which is more than any other ice cream producer in the UK.

Double Chocolate, Vanilla Bean, Mango & Passion Fruit, Strawberries & Cream, Cappuccino and Sticky Toffee Pudding are all delicious Fairtrade certified ice creams. Dani Slatter, founder of the company said; “We are delighted to be part of “The Big Swap”, it is the perfect opportunity to introduce everyone to Fairtrade products. It is big part of our company ethos that we are Fairtrade Certified and aim to produce delicious ice cream that helps those in a less fortunate situation.”

Cotswold Ice Cream is made in Italian style Gelato using milk from the Farm that is organic and right on the doorstep. Dani spent many months researching the market, becoming qualified in food production and sourcing her Fairtrade products. She uses some of the finest Vanilla in the world, as classed by Hugh Fearnley–Whittingstall and Delia Smith, imported especially for her all the way from Uganda. Dani uses dark Fairtrade Belgian chocolate and rich cocoa to achieve a chocolate ice cream that is hard to put down. All her new flavours are championing quality local ingredients as well as staying true to the ethos of Fairtrade.

So in order to take part in “The Big Swap” and try out some delicious Fairtrade Ice Cream either visit the Farm – at Farmington just outside Northleach or the website www.cotswoldicecream.com for a list of independent retailers throughout the Cotswolds.

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