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## Chapman's shows consumers the power of buying local

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"Life would be easier if we made cans of peas!" laughs Penny Chapman. Penny is President and co-owner of Chapman's Ice Cream, with her husband, David. Every day she samples ice cream produced at their Markdale, Ontario manufacturing plant. And every day she reads emails and takes phone calls from customers across Canada, ensuring the ice cream tastes as good to them as it does to her.

Customer feedback means everything to Chapman's. When the company was founded, nearly 40 years ago, people didn't expect to see local brands of ice cream for sale. Penny and David made their mark by showing consumers what buying local could really mean. "We brought out 22 flavours when most companies had four," Penny remembers. "We made ice cream that a family could afford. We listened to consumers, and so we grew and grew."

Chapman's tapped into a burgeoning movement—a new desire among Canadians for dairy products made from 100% Canadian milk, renowned for its high quality, purity and great taste. "Consumers want honesty," Penny says. "They want to know what they're buying, and if given the opportunity to do so, they'll usually buy Canadian. But not everyone knows what to look for. A company importing ingredients from other countries won't advertise it. A company making products from vegetable oil instead of butter fat won't want consumers to notice. Chapman's uses entirely Canadian dairy products to make our ice cream, and that's why our packaging has the 100% Canadian Milk symbol clearly displayed."

For Penny and David Chapman, that symbol means their customers get what they pay for. And they're paying for more than a food product. "Ice cream makes memories," says Penny. "You buy it for birthday parties, anniversaries—even in tough times, it's a treat you can afford. We're proud to bring such fun into peoples' lives. You can't do that with a can of peas."



Penny Chapman is President and co-owner of Chapman's Ice Cream.