



berries



651. 603. 1458  
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august

## The Raptors Role in Four Berry Ice Cream

Izzy's Four Berry ice cream is made with fresh organic blueberries, raspberries, strawberries, and blackberries. We buy these ingredients from a local fruit distributor, and each of the fruits has a unique story behind it. The blueberry story is particularly unique.

Jim Lott grows blueberries in Burbank, Washington. He also has a related hobby—he raises falcons. Jim has bred and trained falcons to scare away birds that would otherwise feast on his blueberries at Applegate Orchards. His falcon hobby demands a lot of time and dedication, because each bird requires training from birth. But, Jim says it's worth it especially for high-value fruit crops. He's also begun leasing his birds to other farmers to patrol the skies and protect their fields.

Izzy's loves the fruit we get from Jim, but we also respect that he's incorporated a safe, healthy, and creative way to produce amazing blueberries. We think it's important to recognize the connections and contributions that make up a long chain of events that ultimately results in your ice cream. From a farmer's field to falcons, there is much to appreciate in an ice cream come in addition to the flavor.

HOME OF THE IZZY SCOOP!

