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By Jenn Andrik
Photography by Jeff Harris

natural nutrition

The number of companies specializing in organic baby food is on the rise. Child looks into the growing trend.

Evie Failla arrives at a client's home with a bag of fresh groceries to prepare a gourmet meal that will include pureed parsnips and zucchini. This personal chef doesn't specialize in cooking for foodies; rather, she aims to please young palates. In 2002, Failla, 38, the mother of a 4-year-old, started her in-home cooking service, which she later expanded into a line of baby food called Evie's Organic Edibles.

Her business is just one of the increasing number of companies specializing in organic food for babies. According to ACNielsen, the world's leading market-research firm, sales have jumped roughly 17% in the past year.

And although the American Academy of Pediatrics has no particular recommendation on the benefits of organic baby food, the idea of buying food that hasn't been treated with chemical pesticides and fertilizers is a draw for some new parents, despite what is typically a higher cost. In fact, having a baby is often a trigger for going organic, says Sanna Delmonico, R.D., founder and editor of *Tiny Tummys*, a food and nutrition newsletter for parents.

Here's a taste of some of the organic baby-food offerings available. Visit www.child.com/web_links for store locations and information about ordering these products.

Baby Cubes & More Pureed fruits and vegetables such as honeydew, papaya, nectarines, beets, and rutabaga are packed in resealable bags with 10 frozen cubes.

Bohemian Baby Options include single-flavored purees (like pumpkin and mango), blends that have more texture (such as red lentil/green beans and apple/cranberry), and chunky gourmet meals (like apple/raisin couscous), which all come in 100% recyclable jars. Flavors change seasonally.

Earth's Best Infant cereals, jarred single-flavor purees, and a new line of My First Soups (like

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Butternut Squash Bisque and Country Vegetable Chicken) are among the offerings of the company, which has been selling organic baby food for more than 20 years.

Evie's Organic Edibles Unusual flavors include pureed Baby Bok Choy and Ratatouille, and the company will customize requests. Food is delivered frozen in individual containers.

Gerber Organic Besides baby cereal, the company provides three stages of food (single-ingredient foods, multiple-flavor combinations, and chunky dinners). Flavors include old favorites like vegetable, turkey, and barley dinner. The Gerber line is available in both jars and plastic containers.

Happy Baby Packages of twelve frozen cubes include two selections of flavors like Sweeter Potatoes and Purer Pears or Grrreat Greens and Easy-Being-Green Beans.

Healthy Times Flavors range from Pumpkin Pie to Island Fruit Jumble. The 27-year-old company's entire line of jarred food is free of soy, dairy, nuts, and wheat.

Homemade Baby Three stages of frozen food come in resealable plastic containers. The line's most popular flavors: Just Peas, Squapples (squash and apples), and Kinda Chunky Yummy Yammys (yams, lentils, and veggies).

Plum Organics Frozen produce purees (such as Banana Peach Rice Pudding and Super Greens Multigrain, a blend of spinach, peas, brown rice, and barley) focus on added texture and are sold in resealable plastic containers.

Taste Buds Organic Baby Food Frozen options include Persian Excursion, a combination of chickpeas, eggplant, figs, olives, and garlic, sold in resealable plastic jars. 