

Juanita Fernandez talks to some Kiwi "mumpreneurs" juggle balls of being a mother and a successful business woman contributing to the wealth of the nation with homegrown



Business name: The Green Monkey Company established 2004.
Name of owners: Sisters Lizzie Dyer and Charlotte Rebbeck.
Number of children: Lizzie has three - Charlie (7), Olivia (4) and Amelia (3)
Staff numbers: Seven
Location: Based in Christchurch, manufactured in Nelson
Website: www.greenmonkey.co.uk

What does your company do?
 Frozen organic baby food.

What was the inspiration for setting up your company?
 My (Lizzie) middle daughter Olivia was a very difficult baby who rarely slept or ate but excelled at crying. She was a small eater and didn't particularly like the food I made her. I tried bought food which she didn't like either.

As a result my sister and I decided to start our own quality baby food business. Because we decided to go with organic produce, the whole process was far more stringent which was harder for us to establish, but we would have a far superior product.

What are the challenges you face in business?
 Competing against multinational corporations

products. As Green Monkey is frozen it has created some challenges including transportation and freezer life expectancy.

What are the pros and cons of being a mum in business?
 In some ways I love juggling work and family demands and the chaos it ensues. It's great for the children's pet and sports days and I can work with a fair amount of flexibility. One of the downsides is the guilt factor of am I doing the right thing? When will I get the house tidy?

What advice would you give to other mums considering going into business?
 Be organised. Don't sweat the small stuff and try to allocate certain days or times to separate work and child activities. I'm very lucky to have an amazing business partner (my sister Charlotte), family, husband and friends. It would be impossible to do it without them.

Under promise and over deliver. Honesty is critical as is communication. I couldn't live without my diary. Contact people in the same line of work or who face the same challenges as they may have ideas you could work on together.

What qualities does being a mum bring to your business?
 Empathy and sympathy. More perspective

Creator of Go Go bags Amie Nilsson with daughter Scarlett.



Business name: Amie Design Limited established 2003.
Name of owners: Amie and James Nilsson.
Number of children: Three-Lily (3), George (23months), Scarlett (8 weeks)
Staff numbers: Seven
Location: 155 Jervois Road, Herne Bay, Auckland
Website: www.merinoKids.com and www.purecoltonkids.co.nz

What does your company do?
 I manufacture baby merino, cotton sleeping bags and clothing.

What was the inspiration for setting up your company?
 Three years ago when I became a new mum I was exhausted from getting up to my daughter Lily in the night as she kicked off her blankets and woke up cold. I tried putting Lily in a sleeping bag and she got a terrible

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