

Family Focus

ADVERTISING FEATURE

Sisters go all organic

Take two sisters, one scampish young son who called his auntie "green monkey" and one infant who needed quick, convenient, nutritious food, and you have a recipe for a baby food company with a difference.

In 2004, Lizzie Dyer found that convenience baby food was too over-processed and, instead, wanted to emulate the simple, wholesome food that she and her sister Charlotte Rebbeck were brought up on.

"We found that the baby foods on the market were all watered-down, thickened-up, chemical cocktails," Charlotte says.

"Parents want to feed their babies the best food possible, but life has got busier, so they don't



Green Monkey: the frozen baby food company founded by sisters Charlotte Rebbeck, left, and Lizzie Dyer, gives babies a healthy start in life.

always have the time to prepare it, let alone grow their own vegetables. That's why we decided to make it for them."

The Green Monkey frozen baby food company was born, offering nutritious food that is organic and free from wheat, dairy products, gluten and egg.

"Healthy eating starts with the very first spoonful, so nothing is added and nothing is taken away from our food. It is just pure, natural food. Unlike other options on the market, it is not filled with additives nor is it cooked at high temperatures so it can sit on the shelf for years. Our food is ripened in the paddock, so the natural colour and the natural taste are there. We are training children's tastebuds for life."

All Green Monkey fruit and vegetables are grown in New Zealand and picked seasonally, in peak condition, before being snap frozen to retain nutrition.

Green Monkey packs are available in the frozen foods department of New World and selected Fresh Choice supermarkets, and also through the company's home delivery service.

"We're very lucky that Nicky Hart, known as the Evil Diet Witch, has recently joined us too. She is now our dietitian and a strong endorser. Nikki has contributed to our website with a meal plan and articles on starting solids."

■ For more information, phone Green Monkey on 0800 473 366 or visit www.greenmonkey.co.nz

FREE GIVEAWAY

- Green Monkey and Christchurch Mail are giving two lucky readers the chance to each win a pack that contains a soft toy and a Green Monkey voucher to be exchanged for frozen baby food. Each pack is valued at \$120.

To enter the draw send in a stamped, self-addressed envelope, including phone number, to: Brendan Cody, Green Monkey Giveaway, Christchurch Mail, Private Bag 4722, Christchurch.

Entries close on December 20. Results will be published in the Christchurch Mail on January 10.