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Women's Weekly
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fresh

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Eating with the seasons is nature's way of ensuring a balanced diet and a good mix of nutrients all year round.

The **Crowe's Nest Organics** offers this premium organic home delivery service straight to your doorstep.

- Certified organic fresh fruit and vege boxes and essential packaged goods
- A weekly newsletter including popular recipes and nutritional information

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(Also see *It's Nu in the Bag*)
Ref. www.crowesnest.co.nz



The Crowe's Nest founder Gabrielle Crowe



Green Monkey managing directors Charlotte Rebbeck (left) and Lizzie Dyer believe healthy organic baby food is an important step to building a healthy nutritional lifestyle.

organic monkey business

Interesting name for organic frozen baby food, **Green Monkey**. While travelling abroad, managing director Charlotte Rebbeck says her little nephew Charlie, then aged three, used to call her 'green monkey' over the phone. Naming the family business happened naturally (with Charlie's influence) as veges are known as 'greens', and parents often endearingly call their children 'monkeys' – **Green Monkey** was born. She says her sister and managing director Lizzie Dyer was looking for healthy convenient baby food at the time, but soon came to the realisation that there was none to be found. This inspired Charlotte to do a bit of research on her own. "I was horrified to see baby food in tins and jars was made up not of food, but of modified corn starch, and numbers and letters! The big corporates had fooled us all into believing that their baby food was more nutritious than what we could make ourselves!" The sisters soon realised they were not the only ones concerned about the actual value of ready-made baby food available.

"A few questions kept popping up," Charlotte says. "Why do more children have allergies? Why are our two-year-olds fussy eaters?"

"The answer was obvious, we were offering our babies over-processed food that had minimal food in it; our kids are not tasting real food, so they never know what the real flavour of food tasted like."

Although this 100 per cent New Zealand-owned family business is small, they had to have it right from the start, and needed to complete the same compliance issues as a big business – food safety, organic certification, packaging etc. These are all required to be of a high standard to get accepted into supermarkets. Charlotte says, "Now that we have all the compliance in place, we need to spread the word on healthy eating ... Healthy eating is not like a new pram or new clothes, it lasts a lifetime." (Also see *It's Nu in the Bag*)
Ref. www.greenmonkey.co.nz

mothers are wonderful

Last month's giveaway: *Mums are wonderful!* distributed by Addenda; \$19.99. For more information, visit the websites: www.addenda.co.nz and www.longmedia.com.au

