

**For Immediate Release:**

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## **A FRESH GENERATION OF NEW MOMS REJECT A 107 YEAR OLD TRADITION: JARRED BABY FOOD.**

*Mother Blogs Buzz With “Cook From Scratch” Encouragement: Moms Want Fresh, But Complain They Don’t Have Enough Time.*

Culver City, May 6<sup>th</sup>, 2008. Baby food jars celebrate their 107<sup>th</sup> birthday this year. The jars, first prepared in the Netherlands in 1901 and later popularized by Dorothy Gerber in the USA in 1927 saw dramatic rise during the industrial revolution, which promoted baby foods as convenience items.

But is the 107-year-old baby food jar a relic of the past? In a nationwide review of mother blog boards, **HOMEMADE BABY**, maker of America’s Freshest All - Organic Baby Food, found huge dissatisfaction among moms with jarred baby food. Mom’s main dislikes in the unscientific research? Nutrition, Taste, & Smell.

A California mom on [askville.com](http://askville.com) writes: “The smell is what always gets me. It stinks. How is the kid going to eat it if it stinks?” And moms’ comparison of jarred food to the gold standard of “cooked from scratch” food abound. On [MayasMom.Com](http://MayasMom.Com), a mom from Illinois says: “It doesn’t taste like the real thing and once jarred, most of the nutrients have been stripped away.” Another mom on [MayasMom.Com](http://MayasMom.Com) says, “By making your own, you improve how the family eats and you start your baby off right to good and healthy nutrition.”

In fact, the **HOMEMADE BABY** review found that establishing healthy eating habits early on was the main issue that moms had with jarred baby food. A [babycenter.com](http://babycenter.com) mom writes, “I wanted my kids to develop a taste for fresh, not jarred or canned. Using the sweet potato as an example, there is a huge difference between what comes in a jar and what comes out of my oven. And I wanted my kids to get used to food in its more natural state.” Another mom, on the [babble.com](http://babble.com) board writes: “I’m not saying that I should love the taste of every food that comes out of a jar, because by now my pallet is used to added salt and sugar, but why shouldn’t the peaches taste ripe, and the sweet potatoes taste not-bitter. I’ll stick to making my own baby food.”

[Babycenter.com](http://boards.babycenter.com/n/pfx/forum.aspx?webtag=bcus1194), which has a dedicated site to the feeding choice debate (<http://boards.babycenter.com/n/pfx/forum.aspx?webtag=bcus1194>), shares the pain of one mom with her own frustration in cooking from scratch: "I'm going to be honest in saying that jarred foods are easier and faster. Call me lazy maybe, or maybe just call me a working mom with 3 kids who is trying not to go crazy LOL."

[Theresa Kiene](#), Co-Founder & Chief Executive Mommy at [HOMEMADE BABY](#) understands mom's new mindset. "Cooking from scratch is best, but it's simply not always possible or practical," says Kiene. "My husband and I founded Homemade Baby to help parents feed their babies & toddlers the freshest organic foods possible, so they live healthier lives."

America's Freshest All-Organic Baby Food is available in the chilled dairy section at Natural Foods Retailers. To find a nearby retailer, visit [homemadebaby.com](http://homemadebaby.com)