

Tastybaby® Named Best Baby Food By Renowned "Green Watchdog," Greenopia

Organic and sustainable baby food manufacturer beats out "leading brands" in industry-wide study

Nov. 5, 2009 - [PRLog](#) -- LOS ANGELES, CA Greenopia, a consumer watchdog group that conducts extensive research and compiles respected directories of eco-friendly retailers, services and organizations today announced that Tastybaby® organic frozen baby food received its highest ranking for Green Sustainability and other attributes, as compared with 9 other brands, including some of the industry's best-known brand names. Greenopia is not a paid directory, and companies cannot pay to be included.

Tastybaby founders Liane Weintraub and Shannan Swanson were thrilled to learn of the Greenopia findings. "We are so flattered to have been recognized by Greenopia. As a company born out of our passion for children and our commitment to making a difference in the world, this honor means so much to us." Say Weintraub and Swanson.

The Greenopia study acknowledges that "according to the Centers for Disease Control, over 9 million children between the ages of 6 and 19 are overweight or obese," (a number which has tripled since 1980) and that these children are at risk for serious, life-long illnesses. The report goes on to note that "it has never been more important for parents to get their kids off to a healthy start in life." Doug Mazeffa, Greenopia's Research Director, is quoted: "Babies and small children are more susceptible to many of the hazards found in our environment, so it is crucial that baby food companies take special care ... it's especially important that the ingredients found in baby food are sourced in a safe and responsible manner."

Tastybaby stacked up as #1 among a group of well-known brands, including Earth's Best, Gerber, Plum Organics, EnFamil and Pediasure. Among the qualities for which Greenopia commended Tastybaby are that the entire product line is 100% USDA-certified organic (and therefore grown without toxic pesticides and fertilizers), and that it is "minimally-processed without any artificial ingredients, preservatives, irradiation or cloning." Also mentioned is Tastybaby's use of state-of-the art blast-freezing technology, which allows its food to be frozen solid within minutes, thereby naturally preserving key vitamins, nutrients and enzymes. The report cites the American Cancer Society's assertion that blast-freezing is "the best way for preserving vitamins." Finally, Tastybaby received kudos from Greenopia for supporting sustainable agriculture and using biodegradable packaging. Greenopia further praised Tastybaby's foods for their great taste and noted their popularity among "mommy blogs."

About Tastybaby® and Tasty Brand, Inc.

The parent company of Tastybaby® is Tasty Brand, Inc., founded by Liane Weintraub and Shannan Swanson, two eco-conscious moms with a shared mission to give babies a better start in life. They set out to change the world long before "change" became a global catchword. In response to growing fears about environmental hazards and alarming statistics related to childhood health risks, the two developed the Tastybaby® and Tasty Brand™ labels to create socially and environmentally responsible products that improve the lives of children and families.

Weintraub, a native of New Yorker, earned a B.A. from Columbia University and M.A. from USC Annenberg School of Journalism. Prior to founding Tasty Brand, Inc., she worked as a local TV reporter for United Paramount Network. In that capacity, she encountered many people with heart-gripping stories, the most touching of whom were children. Swanson is a classically-trained chef who studied at Le Cordon Bleu in Paris. Her grandfather founded Swanson Frozen Foods, which literally changed the face of American at-home dining. As a chef, her philosophy is to create delicious and harmonious flavors with

fresh, organic ingredients and without contrived ingredients. Both founders' commitment to the environment and to protecting children and their world from hazards created by previous generations continues to be an integral part of the company's mission.

Tasty Brand, Inc. manufactures and distributes 3 organic product lines: Tastybaby® Frozen Organic Purees for Babies and Toddlers, Tastybaby® Organic Infant cereals and Tasty Brand™ Organic Fruit Snacks. The Company uses the most eco-friendly packaging available (recyclable, biodegradable, BPA and petroleum-free materials), soy inks and renewable energy. The Company strongly supports Sustainable Agriculture, Fair Trade practices, and many non-profit organizations which address environmental and children's issues. Tasty Brand, Inc. is proud to support Feed the Children, a 30-year-old, international nonprofit relief organization fighting global hunger. Last year, Feed the Children shipped 133 million pounds of food and other essentials to children and families in all 50 states and in 34 foreign countries, supplementing more than 760,000 meals a day worldwide.

For more information, please visit Tastybaby.com

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