



Glenisk launch organic advice

Glenisk has launched an interactive online community which offers advice, support and information on parenting the organic way. Created by mothers for mothers, iMoo reflects Glenisk's vision for an Organic Ireland and aims to provoke discussion on food, how it is produced and the way in which it impacts our health, communities and the environment. iMoo topics are not limited to organic but instead cover a broad range of parenting issues. Contributors include internationally renowned US paediatrician Dr William Sears; child psychologist and presenter of RTE's Families in Trouble, David Coleman; nutritionist Siobhán Julian; childbirth expert and author Tracy Donegan; and iMoo's very own Eco Daddy, Ben Whelan from Cultivate. As well as monthly live web chats with the expert panel, the site offers discussion forums allowing

visitors to exchange views and information, and also features blogs from mothers. Explaining the decision to create iMoo, Glenisk's Managing Director, Vincent Cleary points to the increasing number of Irish consumers choosing organic foods for their families: "Consumers choose organic food for a number of reasons. In particular, we know that for women, pregnancy and motherhood often trigger a switch to organic as they become more conscious of their own health, their children's health and the importance of protecting the environment. Glenisk is a family business and our family believes that healthy soil grows healthy food to help raise healthy children." Further information is available at www.glenisk.com/imoo where visitors can sign up to receive a monthly Moosletter.