



Tuesday, 6 November 2007

Page: 004

Circulation: 163,732

Area of Clip: 19504.00mm

Clip ID: 28575



Celebrity mum Vivienne Connolly with her daughter Katie at the launch of iMoo

Moo-ving over to organic

Organic food company Glenisk has launched an interactive online community called Irish Mothers of Organic (iMoo), offering advice, support and information on parenting the organic way.

iMoo covers a broad range of parenting issues, and 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 Ben Whelan, director of living and learning centre Cultivate. As well as live web chats with the expert panel every month, the site offers discussion forums, which allow visitors to exchange views and information, and it also features blogs from mothers.

"Consumers choose organic food for a variety of reasons. We know that, for women, pregnancy and motherhood in particular 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. With iMoo, we hope to provide a community support system for mothers who want to know more about organic parenting and, of course, for fathers too — we hope the site will attract its fair share of iDoos as well!" says Glenisk's managing director, Vincent Cleary.

If you would like more information on the initiative, go to www.glenisk.com/imoo where visitors can sign up to receive a monthly 'Moosletter'.