



# Glenisk Launches iMoo - Irish Mothers of Organic

Ireland's leading family owned organic food company, Glenisk, has announced the launch of iMoo (Irish Mothers of Organic), an interactive online community that 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 our food, how it is produced and the way in which it impacts our health, our communities and the environment. iMoo was officially launched by celebrity mum and organic fan Vivienne Connolly who was joined by her ten month old daughter, Katie.

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. To mark the launch of iMoo, Glenisk has commissioned a major study into the issues facing Irish mothers today.

This comprehensive study, which is being undertaken by research firm, Behaviour and Attitudes, will explore the changing role of mothers in Ireland in a bid to identify what Irish mothers stand for in 2007.

Examining concerns such as the environment, climate change, equality, childcare, domestic responsibilities and nutrition, the study aims to provide an insight into present day Irish motherhood. The findings of the research will be published in October. 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.

With iMoo, we hope to provide a community support system for mothers who want to know more about organic parenting- and for fathers too; we hope that the site will attract its fair share of iDoos as well!" iMoo is one of a number of initiatives recently unveiled by Glenisk as part of its vision for an Organic Ireland. Best known for their organic yogurt, milk and goat's milk, Glenisk has added new products and flavours to the range including fromage frais, crème fraiche and low fat desserts. The company has also introduced contemporary, new-look (and recyclable) packaging and has announced a number of partnerships and green initiatives formed to promote sustainable living and a healthy planet.

Further information is available at [www.glenisk.com/imoo](http://www.glenisk.com/imoo) where visitors can sign up to receive a monthly Moosletter.

