



# Glenisk launches iMoo

**GLENISK has launched 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 its 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.

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

Explaining the decision to create iMoo, Glenisk's managing director, Vincent Cleary pointed 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 iDoo's as well!" Further information is available at [www.glenisk.com/imoo](http://www.glenisk.com/imoo) where visitors can sign up to receive a monthly Moosletter.



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