

## Focus on ... A healthier lifestyle

# The right moo-ve!

### Rory Hafford looks at a new 'think organic' initiative aimed at Irish mothers

get a MOO-ve on! More and more Irish parents are thinking organic when it comes to their kids, so a timely new Irish website may provide some answers to their many questions.

([www.glenisk.com/imoo](http://www.glenisk.com/imoo))

Created for mothers by mothers, iMoo is designed to provoke discussion on food, how it is produced and the way in which it impacts on our health, our communities and the environment.

Contributors include renowned US paediatrician Dr William Sears, clinical psychologist, David Coleman, from RTÉ's *Families in Trouble*; nutritionist Siobhan Julian; childbirth expert Tracy Donegan and iMoo's very own

'Eco Daddy' Ben Whelan.

To help with the launch of iMoo, a major study into the issues facing Irish mothers today has been undertaken. Examining concerns such as the environment, climate change, equality, childcare, domestic responsibilities and nutrition, it aims to provide an insight into present day Irish motherhood.

Vincent Cleary of Glenisk explains: "Consumers choose organic food for a number of reasons. In particular, we know that 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."

The good thing about this company is that it puts its money where its mouth is. Recently it introduced a contemporary, new-look and recyclable range of packaging and has associated with a number of other companies to promote sustainable living.

If you want to make the switch to organic – and thousands of Irish families are thinking of doing just that – then you should log on to [www.glenisk.com/imoo](http://www.glenisk.com/imoo), sign up and receive a monthly MOOsletter and start out on your very own new health adventure.

# Health\*

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