



SMALL WORLD

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COVER STORY

Sneak Preview

Take a close look at these coming attractions: Four inventive vendors show off their wares for the first time at next month's JPMA Show. **BY ALISON GOLUB**

FOOD FOR THOUGHT

Ask Cheryl Tallman, CEO of Fresh Baby, to describe her sister, Joan Ahlers, and her answer is quick and confident. "She's a super mom," Tallman exclaims. In fact, it was Ahler's knack for making delicious homemade baby food that sparked Tallman to launch her new Los Alamos, N.M.-based venture.

The former president of a New York-based Internet development company, Tallman was wary how to introduce her son, Spencer, to solid foods. At the urging of her sister—a mother of four—she decided to create her own pureed vegetarian treats using Ahler's recipes, two freezer trays and four baby food cookbooks. "It's overwhelming for a new par-

ent just to get the hang of breastfeeding—let alone feeding their baby the best solid foods available," Tallman says.

In order to provide parents across the country with the means to create quick, easy, nutritious homemade baby food, Tallman and Ahler developed The Fresh Start Kit, a unique cooking concept that offers caregivers everything they need for all-natural food preparation—without taking loads time away from their busy schedules.

Developed in tandem with Seena Semerly, a Yale-educated pediatric nurse practitioner, The Fresh Start Kit includes the "Cworkbook," an easy-to-read combination workbook and cookbook. The 110-page book contains educational information on introducing solid foods, dietary essentials, feeding tips and over 40 recipes for everything from apples to zucchini. Also included are a 22-minute instructional video and a "Quick Reference Card," which highlights the best foods for common baby ailments, nutrition source information and American Red Cross guidelines on choking. Rounding out the kit are two covered freezer trays with 24 pre-measured one-ounce servings.

Caregivers can also log onto Fresh Baby's Web site, which allows parents to chat with each other, ask questions and share their own experiences and recipes.

The company also distributes patient information sheets to 250 pediatricians across the country. The sheet features a mini reference card, tips on making baby food and the Fresh Baby logo.

"The Fresh Start Kit makes keeping track of meals so much easier," Tallman stresses. "The kit is not for nutritionists—it's for the average parent who may not have the best eating habits but who is trying to make a change and give their baby the best possible start in life."



The Fresh Start Kit