

A Children's Health

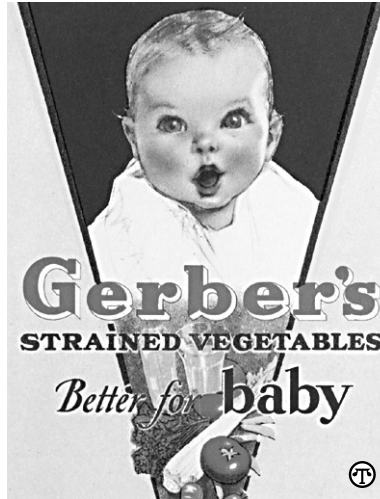
A Tradition Of Nutrition For 75 Years

(NAPSA)—In 1928, Dorothy Gerber, a hardworking, entrepreneurial mom wanted a nutritious and convenient baby food for her daughter. Frustrated at discovering that hand straining solid food was both messy and time-consuming, she and her husband decided to use the family canning plant to create the first convenience baby food.

Gerber is celebrating its 75th anniversary by continuing to help parents understand the importance of infant and toddler nutrition. Helping kids learn to eat healthy from an early age is a tradition that's as old as the company. A booklet written by a Gerber dietician in 1932 states, "To correct a bad start is much more difficult than to make a right start."

A new campaign called Start Healthy™ aims to educate parents, caregivers and pediatricians on the importance of instilling healthy eating habits in children before age two. As part of this initiative, a brochure for parents was developed with the American Dietetic Association about how to make the right food choices for babies.

In the early years, Dorothy Gerber personally answered letters from moms around the country. Today, the 24-hour 7-day-a-week Parents Resource Center™ staffs more than 60 infant care professionals who field 800,000 questions a year about the feeding and caring of babies.



A vintage brochure from the 1930s stresses the importance of vegetables.

Here are some of the most frequently asked questions from parents today.

Q: How do I know if my baby is ready for the transition to solid foods?

A: Always consult your pediatrician before introducing any solid foods into your baby's diet; however, some physical signs that your baby may be ready are:

- Sitting with support and has good head control
- Doubled birth weight and weighs at least 13 pounds
- Continues to be hungry after 8-10 breast feedings or 32 ounces of

formula per day.

Q: What and how much do I feed and when?

A: This depends on the age and the stage of foods the baby is in. Gerber's Web site provides useful menus for the different phases a baby is in.

Q: How long can I store leftover Gerber baby food?

A: Once the container is open, the food can be stored in the refrigerator with the original cap for up to 72 hours. If you are planning on storing a partially used container Gerber suggest using another dish for serving purposes. This will limit baby's saliva coming in contact with the food which can affect the consistency of the product remaining in the container.

Q: What ingredients are used in Gerber products?

A: The ingredients in each package are those listed in the panel of the food label.

Q: How can I get my baby in Gerber advertisements?

A: All of the babies in Gerber advertisements are registered, professional models. The first step would be to register with a local modeling agency and let them know you are interested in modeling for Gerber.

For a copy of the Start Healthy brochure please visit www.Gerber.com or call the Gerber Parents Resource Center at 1-800-4-GERBER, day or night.