

Growing up organic

By Suzanne Vita Palazzo

Conventional manufacturers and entrepreneurs are making it convenient for parents who want to feed their children natural and organic food.

Jill Litwin, owner of San Francisco-based Peas of Mind, a manufacturer of frozen, all-in-one meals for children 12 months and up, believes that exposure of the category continues to expand as more companies offering frozen baby and toddler products enter the market. "It's not just one company that drives. I think there's definitely a collective of companies that have lines of frozen foods for babies and kids," she says. "It's a collective group of manufacturers that help drive parents to the freezer section."