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Two Atlanta Area Moms Give Birth To Baby Food Company

Jack's Harvest frozen organic baby food is now available for purchase online to parents and babies nationwide. Certified 100 percent organic, Jack's Harvest baby food is hand-prepared in small batches, then quickly frozen with no artificial ingredients, additives, preservatives or fillers - and no added salt, modified starches or sugars.

Co-owner Heather Schoenrock began her quest for the healthiest, most nutritious and delicious baby food in 1999 when her first daughter, Lucy, was born. Unable to find it, she began making it herself. "In the past few years, research has confirmed what has always been apparent to me - pesticides, fertilizers, hormones and GMOs do not belong in our children's bodies," said Schoenrock. Heather's passion has now grown into Jack's Harvest, a frozen organic baby food company named after her third child, son Jack.

Jack's Harvest started as a thoughtful gesture between two friends - one that likes to cook, and one that doesn't.

"Heather brought me some frozen organic pureed peas she had made for Jack," said co-owner Connie Pope. "I immediately saw the difference between Heather's fresh homemade food and the jarred stuff. Her peas were a beautiful bright green and actually tasted and smelled like peas. When she told me she had added a little mint to help with digestion, I was hooked. When I saw how enthusiastically my son Avery gobbled them down, I knew he was hooked too."



Connie Pope and Heather Schoenrock

Jack's Harvest frozen organic baby food is minimally cooked only when necessary. Some flavors like "Go Bananas with a Cherry on Top," a delicious combination of organic bananas and cherries, are not cooked at all, retaining all of nature's flavor, color and nutrients. Jarred baby food is cooked at extremely high temperatures so it can sit on a shelf for years. Through this over-processing, a lot of important vitamins are lost, leaving it bland and flavorless. "Babies have taste buds and know what tastes good," said Pope. "Bananas should look, taste and smell like bananas - not pink muck," added Schoenrock.

All of Jack's Harvest flavors are taste-tested by Heather, Connie, their families and friends. "We are part of our target market and our toddlers still eat the food we make," said Pope. Added Schoenrock, "Our customers are fantastic. We have enjoyed getting to know them and watching their babies grow up on Jack's Harvest." In addition to favorites like "Lip-Smacking Sweet Potatoes with a Dash of Cinnamon and Vanilla," Jack's Harvest also includes seasonal flavors like "Butternut Squash-ed Apples with a Smidge of Sage."

Jack's Harvest frozen organic baby food is available for purchase online at www.jacksharvest.com or by phone at 404-551-5322 or toll free at 866-Jacks04.