



GLOBAL BABY FOOD MARKET TRENDS 2021



MARKET OUTLOOK

Introduction to Baby Food



Infant formula is manufactured and targeted for babies that are under the age of 12 months.

An ideal substitute for breast milk, owing to the presence of essential nutrients that play a vital role in the infants' growth.

Baby food refers to a soft mash of fruits, vegetables and cereals, which is prepared for children between the ages of 4 months to 2 years.



As babies lack developed muscles and teeth for chewing adequately, baby food and infant formula act as the primary source of nutrients for them.



Over the years, parents have shifted to packaged foods owing to the convenience and better nutrition offered by these products.



Baby Food and Infant Formula Global Market

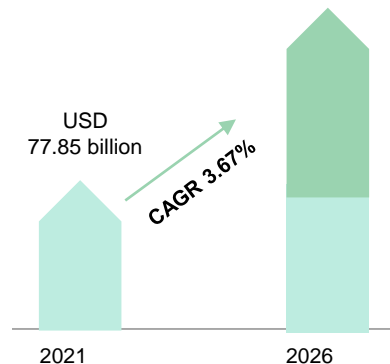
Market Drivers:

- The rising penetration of modern retail and the awareness of the products
- Rising disposable incomes and purchasing power
- Increased number of working women have less time for breastfeeding, home cooking as well as finding fresh grocery supplies, creating a high demand for qualitative baby food products



During the COVID-19 pandemic, baby food was tagged as an essential good, and since main retail distribution channels were permitted to remain open, stockpiling drove significant increases in retail sales.

The e-commerce sector is also driving baby food sales because of convenience and recent attention received after lockdown. Consumers have become highly dependent on this channel.



Major Players:

1

Nestlé S. A.

2

Danone S. A

3

Reckitt Benckiser Group plc

4

Abbott Laboratories

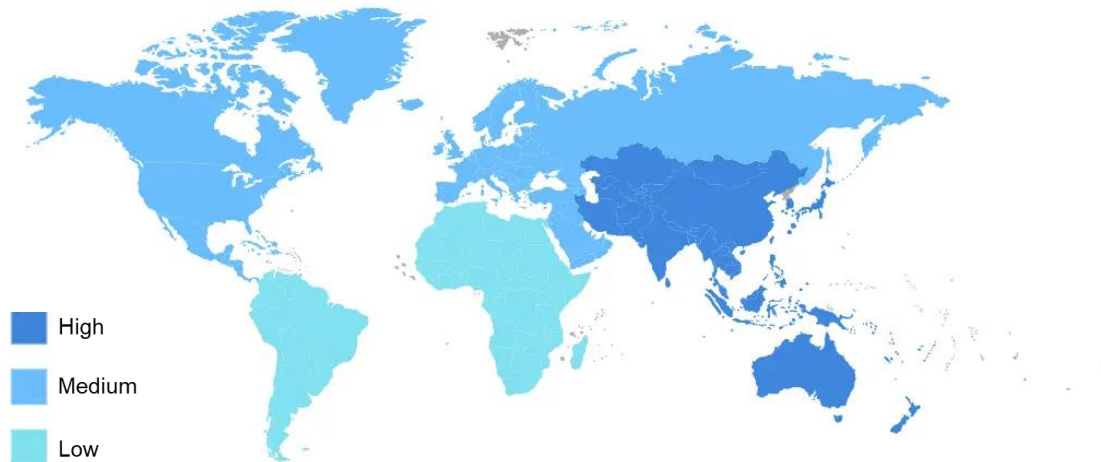
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Feihe International Inc

Baby Food Market: Market Size (%), Global, 2020

Asia-Pacific holds a very significant share in the baby food market.

- High birth rates and rising purchasing power of population in the Asia-Pacific region have significantly fostered the demand of the baby food and milk formula-based products in this region.
- Intensive R&D activities by various companies in the baby food segment will help companies to offer affordable baby food products in this region.
- China is the largest market in the region.
- Moreover, developing economies, like India and Indonesia, are expected to drive the growth of the market in the region.





KEY
MARKET TRENDS

Top Trends in Baby Food for 2021



Immune Support

- Among recent concerns about babies' diets, the aspect of immunity strengthening is also popular in baby food products. It ties in with parental concerns about health and wellness after the recent COVID pandemic.



The growth is expected in the market amid a flurry of innovation, with key ingredients, such as human milk oligosaccharides (HMOs) and probiotics.



- With increased awareness of the role of HMOs in supporting immune system development, this trend is expected to continue.
- Over the long term, manufacturers are expected to develop products that support the immune system from infancy.



Gut Health to Aid Overall Wellness



In China, 2 out of 3 parents are concerned about poor digestion when feeding their children under three, making it the top concern

Among recent global infant formula patents,



29% address digestive problems

- The high level of patent activity indicates a wave of new products ahead with digestion and gut-brain benefits.

29% focus on the gut-brain axis

13% pertain to gut-immunity



Digestive health is on track to be the next big innovation in infant nutrition



Vitamin & Mineral Claims

- While vitamins, minerals, and protein are nothing new in baby food & infant formula, front-of-package claims about these ingredients are on the rise.

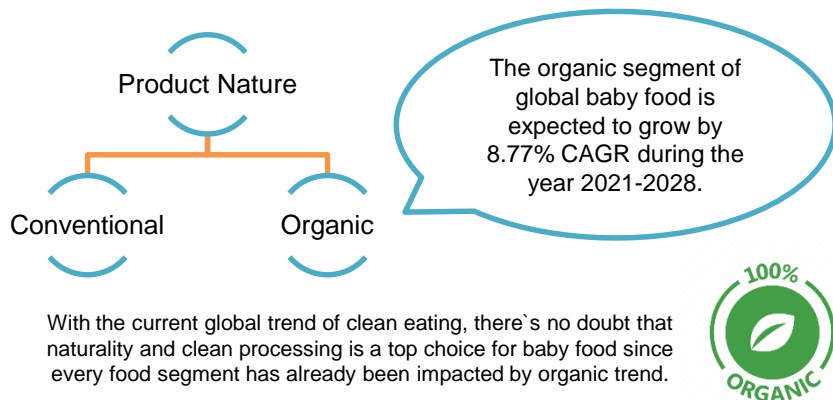


- "Vitamin/mineral fortified" is now the top claim among new infant milk formula/growing-up milks
- New global product launches has jumped from **31%** (2015) to **56%** (2019)

- Vitamins B1 and C, calcium, and iron are especially popular.
- Baby cereals are creating a buzz thanks to their content of vitamins and minerals, essential for every infant's diet.



Natural & Organic



- Parents are willing to spend on high-quality and expensive products for the wellness of their babies.
- Organic baby food prevents any kind of pesticides from entering the baby's system – It is made from fruits and vegetables that are not sprayed with chemical pesticides, meat from animals that are not given antibiotics or growth hormones and does not contain any artificial flavours, preservatives, or colours.



The Sprouting Plant-Based Potential

- There is a growing drive from dietary guidelines worldwide to incorporate more fruits and vegetables into our diets.

We now see a bubbling interest in plant-based infant nutrition being flagged by industry experts



There is **12%** penetration for vegan claims in the **baby snacks** sector – which is generally aimed at older infants and toddlers; and **4%** penetration in **infant nutrition** (Innova Market Insights)

- This is supported by upcoming ingredients like DHA from algae, thus switching the trend from a clinical need to a family choice.



- It is a bigger challenge to provide vegan infant formula with high enough nutritional quality to meet infants' needs. However, new developments in upcoming ingredients may enable progress in vegan products and provide a broader range of plant-based foods for all consumers wishing to incorporate more plant-based choices.



MARKET EXAMPLES

Immune Support

Similac Pro-Advance Non-GMO Infant Formula

- Brand for Immune Support – Similac Pro-Advance is the first infant formula with 2' FL HMO designed to be closer than ever to breast milk
- Brain & Eye Development – Our exclusive blend of DHA, Lutein, and Vitamin E – nutrients also found in breast milk that helps support baby's overall growth and brain and eye development

Ingredients: Non-Fat Milk, Lactose, High Oleic Safflower Oil, **Whey Protein Concentrate**, Soy Oil, Coconut Oil; Less than 2% of: C. Cohnii Oil, M. Alpina Oil, 2'-Fucosyllactose, **Short-Chain Fructooligosaccharides**, Beta-Carotene, **Lutein**, **Potassium Citrate**, **Calcium Carbonate**, **Ascorbic Acid**, Soy Lecithin, **Potassium Chloride**, **Magnesium Chloride**, **Ferrous Sulfate**, **Choline Bitartrate**, Choline Chloride, **Ascorbyl Palmitate**, Salt, **Taurine**, Inositol, **Zinc Sulfate**, **Mixed Tocopherols**, **d-Alpha-Tocopheryl Acetate**, **Niacinamide**, **Calcium Pantothenate**, **L-Carnitine**, **Vitamin A Palmitate**, **Copper Sulfate**, **Thiamine Hydrochloride**, **Riboflavin**, **Pyridoxine Hydrochloride**, **Folic Acid**, Manganese Sulfate, **Phylloquinone**, **Biotin**, **Sodium Selenate**, **Vitamin D3**, **Vitamin B12**, **Calcium Phosphate**, **Potassium Phosphate**, **Potassium Iodide**, **Potassium Hydroxide**, and Nucleotides (Adenosine 5'-Monophosphate, Cytidine 5'-Monophosphate, Disodium Guanosine 5'-Monophosphate, Disodium Uridine 5'-Monophosphate).



Immune Support



Gerber® Good Start® GentlePro Powder Infant Formula

- 2'-FL HMO* (Human Milk Oligosaccharide) - a prebiotic just like one of those found at significant levels in breastmilk
- The only powder infant formula with a blend of DHA, prebiotics & probiotics, important components found in breastmilk

Ingredients: **Whey Protein Concentrate** (From Milk, Enzymatically Hydrolyzed, Reduced In Minerals), Vegetable Oils (Palm Olein, Soy, Coconut, High Oleic Safflower Or High Oleic Sunflower), Lactose, Corn Maltodextrin, And Less Than 2% Of: **Potassium Hydroxide**, **Calcium Chloride**, **Potassium Phosphate**, **Calcium Phosphate**, **Sodium Ascorbate**, **Sodium Citrate**, **Choline Bitartrate**, 2'-o-fucosyllactose*, M. Alpina Oil**, C. Cohnii Oil***, **Magnesium Chloride**, **Taurine**, Nucleotides (Cytidine 5'-monophosphate, Disodium Uridine 5'-monophosphate, Adenosine 5'-monophosphate, Disodium Guanosine 5'-monophosphate), Inositol, **Ferrous Sulfate**, **Alpha-tocopheryl Acetate**, **Mixed Tocopherols**, **Ascorbyl Palmitate**, **Citric Acid**, **Zinc Sulfate**, **Niacinamide**, **Calcium Pantothenate**, **L-carnitine**, **Copper Sulfate**, **Vitamin A Acetate**, **Riboflavin**, **Thiamine Mononitrate**, **Pyridoxine Hydrochloride**, Manganese Sulfate, **Potassium Iodide**, **Folic Acid**, **Phylloquinone**, **Biotin**, **Sodium Selenate**, **Vitamin D3**, **Vitamin B12**, B. Lactis Cultures, Soy Lecithin.

* A Source Of Prebiotic.

** A Source Of Arachidonic Acid (Ara).

*** A Source Of Docosahexaenoic Acid (Dha).

Immune Support



Gerber Rice Cereal for Baby

- Excellent Source of Iron for Healthy Brain Development.
- 6 B Vitamins for Healthy Growth
- Vitamin E and Zinc for Natural Immune Support

Ingredients: Rice Flour, Tri-and Dicalcium Phosphate, Soybean Oil, Soy Lecithin, Mixed Tocopherols (To Preserve Freshness), Electrolytic Iron, Zinc Sulfate, Alpha Tocopheryl Acetate (Vitamin E), Niacinamide, Pyridoxine Hydrochloride, Riboflavin, Thiamin Mononitrate, Folic Acid, Vitamin B12 (Cyanocobalamin).

Immune Support

NIDO 1+ Ages 1-3 Kinder 1+ Toddler Milk Beverage

- Now with a probiotic, Vitamins A, C & D, iron and zinc to help support their immune system, and iron and DHA to help support brain development.

Ingredients: Nonfat Milk, Reduced Minerals Whey, Dried Sweet Whey, Maltodextrin, Vegetable Oils (Corn Oil, Canola Oil, Palm Oil), Milkfat, **Prebiotics (Fructo-oligosaccharides, Inulin)**, 2% Or Less Of Honey, **Calcium** Citrate, Soy Lecithin, Fish Oil (Tuna), **Potassium** Hydroxide, Lactobacillus Rhamnosus (Probiotic), **Sodium Ascorbate (Vitamin C)**, **Citric Acid**, **Ferrous Sulfate (Iron)**, **Niacinamide**, **Alpha Tocopheryl Acetate (Vitamin E)**, **Zinc Sulfate**, **Calcium Pantothenate**, **Vitamin A Acetate**, **Pyridoxine Hydrochloride (Vitamin B6)**, **Thiamin Mononitrate (Vitamin B1)**, Manganese Sulfate, **Sodium Selenate**, **Phylloquinone (Vitamin K)**, **Cholecalciferol (Vitamin D3)**.



Immune Support



Varieties: (Banana, Spinach & Blueberries), (Pears, Beets & Blackberries), (Bananas, Carrots & Strawberries)

HappyTot Super Bellies Baby Food Pouch

- 2g prebiotic fiber to help support digestive health
- 35mg beta-glucan to help support the immune system
- Ingredients selected for toddler's age & stage
- Certified USDA Organic; Non-GMO Project Verified; Kosher; No artificial flavors

Ingredients for Banana, Spinach & Blueberries Blend: Organic Banana Puree, Organic Spinach Puree, Organic Blueberry Puree, **Fructooligosaccharide (FOS)**, Organic Lemon Juice Concentrate, Yeast Beta Glucan, **Vitamin C (Ascorbic Acid)**.

Immune Support

Nestlé CERELAC Baby Rice Infant Cereal

Made with carefully selected wholesome grains, CERELAC contains:

- Iron: Containing an average of 50% of your baby's iron RDI per serve, iron is a key mineral that supports the functioning of your baby's immune system and assists in carrying oxygen within the body, such as the muscles and the brain
- Vitamin C: Key antioxidant and can help the body absorb iron and assist in immune system function.

Ingredients: Rice Flour (Contains Soy), Vegetable Oils, Maltodextrin, Vitamin C, Mineral (Iron), Culture (Bifidus), Antioxidants (Mixed Tocopherols Concentrate, Ascorbyl Palmitate).



Gut Health to Aid Overall Wellness



Neocate® Syneo® Infant

- The first and only hypoallergenic formula with prebiotics and probiotics, specifically designed for food-allergic infants.
- Neocate Syneo Infant contains Syneo®, a patented blend of prebiotics and probiotics, backed by years of research, and designed to help support a balanced gut microbiota in food-allergic infants.

Ingredients: Corn Syrup Solids (51%), Refined Vegetable Oil (Medium Chain Triglycerides (8%), High Oleic Sunflower Oil (6%), Sunflower Oil (4%), Canola Oil (4%)), **Fructooligosaccharides (Oligofructose (4%), Inulin (0.5%))**, less than 2% of each of the following: **Dipotassium Phosphate, Tricalcium Phosphate, Calcium Carbonate**, Calcium Glycerophosphate, L-Arginine, L-Aspartate, **Calcium Phosphate Dibasic**, L-Leucine, L-**Lysine** Acetate, Tripotassium Citrate, **L-Glutamine, L-Proline**, L-Valine, **Citric Acid Esters of Mono- and Diglycerides (CITREM)**, **Glycine**, L-Isoleucine, L-Threonine, **L-Phenylalanine**, L-Tyrosine, L-Serine, L-Histidine, L-Alanine, Sodium Chloride, L-Cystine, L-Tryptophan, **Magnesium** Chloride, **Choline Bitartrate**, L-Methionine, Tricalcium Citrate, Magnesium L-Aspartate, *M. alpina* Oil*, *C. cohnii* Oil**, M-Inositol, L-Ascorbic Acid, Taurine, Ferrous Sulfate, Zinc Sulfate, L-Carnitine, Uridine 5'-Monophosphate Disodium Salt, Cytidine 5'-Monophosphate, **Niacinamide**, Inosine 5'-Monophosphate Disodium Salt, Adenosine 5'-Monophosphate, **Calcium D-Pantothenate**, Guanosine 5'-Monophosphate Disodium Salt, **DL-alpha Tocopheryl Acetate**, *Bifidobacterium breve* M-16V, **Ascorbyl Palmitate**, Manganese Sulfate, **Thiamin Chloride Hydrochloride, Pyridoxine Hydrochloride, Cupric** Sulfate, **Riboflavin, Vitamin A Acetate, DL-alpha Tocopherol, Potassium Iodide, Mixed Tocopherols, Folic Acid, Chromium Chloride, Phylloquinone, Sodium Selenite, Sodium Molybdate, D-Biotin, Vitamin D3, Cyanocobalamin.**

*A source of Arachidonic Acid (ARA)

**A source of Docosahexaenoic Acid (DHA)

Gut Health to Aid Overall Wellness



Nestlé Good Start Plus 1 Baby Formula

- Contains Probiotic B. lactis, a good bacteria that contributes to your baby's healthy gut flora
- A healthy gut flora is part of an overall healthy digestive system
- Contains DHA, an Omega-3 fat, which contributes to your baby's normal physical brain and eye development

Ingredients: Partially Hydrolyzed Reduced Minerals **Whey Protein Concentrate**, Lactose, Corn Maltodextrin, Palm Olein, Soybean Oil, Coconut Oil, High Oleic Safflower Oil or High Oleic Sunflower Oil, Mortierella Alpina Oil, Crypthecodinium Cohnii Oil, **Taurine**, **L-Carnitine**, Nucleotides (Cytidine-5'-Monophosphate, Disodium Uridine 5'-Monophosphate, Adenosine 5'-Monophosphate, Disodium Guanosine 5'-Monophosphate), Bifidobacterium Lactis, Trypsin, Soy Lecithin, **Ascorbyl Palmitate**, **Mixed Tocopherols**, **Vitamins (Vitamin A Acetate, Vitamin D3, DL-Alpha-Tocopheryl Acetate, Phylloquinone, Sodium Ascorbate, Thiamine Mononitrate, Riboflavin, Niacinamide, Calcium Pantothenate, Pyridoxine Hydrochloride, Biotin, Folic Acid, Vitamin B12, Choline Bitartrate, Inositol), Minerals (Calcium Chloride, Tricalcium Phosphate, Potassium Phosphate, Magnesium Chloride, Potassium Citrate, Sodium Citrate, Ferrous Sulphate, Zinc Sulphate, Manganese Sulphate, Copper Sulphate, Potassium Iodide, Sodium Selenate).**

Gut Health to Aid Overall Wellness



Delireal Organic Baby Cereal

- Enriched with prebiotics for digestion support
- Organically grown whole grains for your baby's natural nutrition and no genetically engineered ingredients, salt, refined sugars, or preservatives.
- This is just a way PlantBio hopes to make a long-lasting positive impact on your baby's health.

Ingredients: Organic Millet Powder, Organic Quinoa Powder, **Organic Brown Rice Powder**, Organic Soy Powder, Natural Seaweed Powder, Organic Molasses, **FOS**, Organic Flaxseed Powder, **Plant-based DHA (life's DHA)**, ARA. (Organic Ingredient: 98.3%).

Gut Health to Aid Overall Wellness



Rafferty's Garden Summer Fruits & Quinoa

- Our Summer Fruits & Quinoa pouch is made with the goodness of wholegrain quinoa, plus the added benefit of prebiotics.
- A deliciously sweet option for baby that's great as a breakfast substitute, or a delicious snack. This tasty pouch has no added salt or sugar, no artificial colours or flavours, just delicious wholegrains and fruit.

Ingredients: Apple (60%), Water, Dried Apricot (8%), Quinoa (4%), **Prebiotic Fibre (Inulin), Citric Acid.**

Gut Health to Aid Overall Wellness

Happy Baby Organics Oatmeal Probiotic Baby Cereal

- Happy Baby Organic Oatmeal Cereal is easily digestive and provides baby with 13 essential nutrients, including: Probiotics help digestion by maintaining healthy bacterial balance in baby's tummy; DHA and 25 mg choline to support brain and eye health; 80% DV of iron per serving for healthy brain development; Calcium for strong bones & teeth.
- Made without the use of GMOs. No added colours or artificial flavours.

Ingredients: Milled Organic Whole Grain Oats, **Vitamin and Mineral Blend** [Dicalcium Phosphate, Choline Bitartrate, Calcium Carbonate, Reduced Iron, Ascorbic Acid (Vitamin C), DL-Alpha Tocopheryl Acetate (Vitamin E), Niacinamide, Mixed Tocopherols, Zinc Oxide, Folic Acid, Cholecalciferol (Vitamin D3), Riboflavin (Vitamin B2), Thiamin Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Cyanocobalamin (Vitamin B12)], Bifidobacterium Lactis, **Mixed Tocopherols** (to Preserve Freshness).



Gut Health to Aid Overall Wellness

Happy Tot Organics Super Morning Pouches

- Fiber sets the stage for a healthy digestive system, but most tots don't get their recommended DV of 14g. Get a head start in your tot's first meal of the day
- Small but mighty, chia seeds are packed with essential Omega-3s (ALA), protein, calcium, and fiber.

Ingredients for Banana, Blueberries, Yogurt & Oats Blend: Organic Banana Puree, Water, Organic Blueberry Puree, Organic Whole Milk Greek Yogurt [Organic Cultured Whole Milk (Pasteurized After Culturing)], **Milled Organic Chia Seeds**, Milled Organic Whole Grain Oats, <2% of: Organic Vanilla Extract, Organic Lemon Juice Concentrate, **Vitamin C (Ascorbic Acid)**.



Varieties: (Bananas, Blueberries, Yogurt & Oats), (Apples, Cinnamon, Yogurt & Oats), (Bananas, Dragonfruit, Coconut Milk & Oats + Super Chia), Apples, Acai, Coconut Milk & Oats + Super Chia

Vitamin & Mineral Claims



Gerber DHA & Probiotic Rice Single Grain Cereal

- Iron to help support learning ability
- Non GMO - Not Made with Genetically Engineered Ingredients
- Simple goodness
- 36 mg of DHA – Supports brain development
- Contains probiotics

Ingredients: Rice Flour, Soy Lecithin, Potassium Phosphate, Tuna Oil (Source Of DHA), Fish Gelatin (Tilapia), B. Lactis Cultures.

Vitamins and Minerals: Calcium Carbonate, Iron (Ferrous Fumarate), Vitamin C (Ascorbic Acid), Zinc Sulfate, Vitamin E (Alpha Tocopheryl Acetate), Niacinamide, Vitamin B2 (Riboflavin), Vitamin B1 (Thiamin Mononitrate), Vitamin B6 (Pyridoxine Hydrochloride), Folic Acid, Vitamin B12.

Vitamin & Mineral Claims

HappyBaby Organic Baby Cereal

- Fortified with Iron to support brain development
- Certified USDA Organic; Non-GMO Project Verified; No artificial flavors
- Silky-smooth texture babies enjoy

Ingredients for Oat & Quinoa Baby Cereal: Milled Organic Whole Grain Oats, Milled Organic Quinoa, **Vitamin C (Ascorbic Acid)**, Ferrous Bisglycinate (**Iron**).



Varieties: Oats & Quinoa, Oatmeal

Vitamin & Mineral Claims

Bubs® Organic Grass Fed Junior Nutrition Drink

- Derived from nature, made with certified organic milk
- Enriched with essential nutrients to support children's growing bodies.

Ingredients: Organic Whole Milk Powder, Organic Lactose, Organic Skim Milk Powder, Natural **Vanilla Flavour**, Organic Galacto-Oligosaccharide (GOS), **Docosahexaenoic Acid (DHA, from Algae)**, Arachidonic Acid (ARA), Probiotic Bifidobacterium longum BB536.

Minerals: **Calcium, Iron, Zinc, Iodine, Magnesium**, Phosphorus.

Vitamins: **Vitamins (A, B1, B6, B12, C, D, E), Niacin, Folic Acid.**



Bubs Organic® Junior Nutrition Drink

Suitable for fussy eaters with **16 essential vitamins and minerals** to support your child's growth and development.



Zinc, Calcium, Vitamin B1, C & D to support healthy growth and development in Children



¹Calcium & Vitamin D for normal teeth and bone structure



⁴Vitamin C, Zinc and Iron to support normal immune system function



²Zinc, Iodine and Iron for normal cognitive function



With prebiotics + probiotics



Contains DHA Omega 3



Natural vanilla flavour



No added sucrose or maltodextrin

This formula has been designed to be consumed as a part of a healthy diet which consists of a variety of food.

Vitamin & Mineral Claims



HEINZ Farley's Rusk Baby Biscuits

- Heinz® provides a wide variety of nutritious snacks for little hands and mouths, to help encourage self-feeding

Ingredients: Wheat Flour, Sugar, Palm Oil, Raising Agents (Ammonium Carbonates), **Calcium Carbonate**, **Emulsifier (Monoglycerides)**, **Niacin**, **Iron**, **Thiamin**, **Riboflavin**, **Vitamin A**, **Vitamin D**.



Vitamin & Mineral Claims



Varieties: Wheat Honey Dates, Multigrain & Fruits,
Multigrain Dal Veg, Wheat Apple, Wheat – Rice
Mixed Veg

Nestlé CERELAC Baby Cereal

- Rich in Iron, baby cereal for babies from 10 to 12 months
- Essential Nutrients For Growth – A source Of 19 important nutrients including vitamins and minerals

Ingredients for Wheat Honey Dates Flavour: Wheat Flour (Atta) (45.9%), Milk Based Mix (Milk Solids (32.1%) And Sugar), Honey (8.7%), Soyabean Oil, Cereal Corn Mix Flakes (Corn Flour (3.1%), Sugar, **Malt Extract**, Mineral*, And **Antioxidant (Alpha-tocopherol)**), Milk Solids (3.3%), Sugar, Date Bits (Date (0.5%) Sugar And Starch), Minerals*, And Vitamins#.

*Minerals: **Calcium Carbonate**, Sodium Chloride, **Electrolytic Iron**, **Zinc Sulphate** And **Cupric Sulphate**.

#Vitamins: **Sodium Ascorbate**, **Nicotinamide**, **DI-alpha-tocopheryl Acetate**, **Calcium Pantothenate**, **Thiamine Mononitrate**, **Pyridoxine Hydrochloride**, **Retinyl Acetate**, **Riboflavin**, **Folic Acid**, **Ergocalciferol** And **D-biotin**.

Carriers: Maltodextrin And Glucose Syrup

Vitamin & Mineral Claims



Varieties: Apple & Pear, Fruit Cocktail, Apple, Apricot & Strawberry, Apple & Banana

Cow & Gate Fruit Puree Pots With Vitamin C

- Good source of vitamin C
- No added sugar
- Free from artificial colours, flavours, preservatives

Ingredients for Apple & Pear Puree: Apple Purée (65%), Pear Purée (35%), **Vitamin C**, Concentrated Lemon Juice.

Natural & Organic



Varieties: Mango & Pumpkin with Amaranth, Strawberry & Beet with Amaranth, Pea & Spinach, Sweet Potato & Banana, Blueberry & Purple Carrot

Happy Family Organics Organic Teether Crackers

- USDA Organic
- Certified organic by CCOF
- No artificial flavours
- Our easily-dissolving crackers are perfect for your crawling baby. Made with ancient grains and organic fruits and veggies, this tasty snack is easy on the gums and encourages self-feeding.

Ingredients for Mango & Pumpkin with Amaranth: Organic Jasmine **Rice Flour**, Organic Tapioca Starch, Organic Amaranth Flour, **Organic Rice Flour**, Organic Apple Juice Concentrate, Organic Mango Powder, Organic Pumpkin Powder, **Mixed Tocopherols** (to preserve freshness).

Natural & Organic

Earth's Best Organic® First Meats Baby Food

- Created using only two ingredients
- It is produced with turkey/chicken raised without the use of antibiotics and contains no potentially harmful synthetic pesticides.
- No artificial flavours, colours or preservatives
- USDA-Certified Organic and made with non-GMO ingredients

Ingredients: Organic Ground Turkey/Chicken, Water.



Varieties: Turkey & Turkey Broth, Chicken & Chicken Broth

Natural & Organic

Hot Kid Toddler Mum-Mum Organic Rice Biscuits

- These rich biscuits are simply delicious; they're organic, gluten-free, egg-free and peanut-free, without any artificial additives and preservatives and only lightly and naturally sweetened.

Ingredients for Mango & Kiwi Flavour: Organic Rice Flour, Organic Sugar, Organic Kiwi Powder, Organic Spinach Powder, Sea Salt, Natural Mango Flavour, Natural Kiwi Flavour, Gelatin, Colour (Turmeric).



Varieties: Mango & Kiwi, Strawberry, Sweet Potato & Pomegranate

Natural & Organic



Once Upon A Farm Organic Fruit & Veggie Blend

- Cold-pressed to lock in nutrients and flavours that kids love
- Always organic and Non-GMO Project Verified
- Unsweetened, with no preservatives or artificial ingredients

Ingredients for Apple, Banana, Spinach & Avocado Blend: Apple*, Banana*, Spinach*, Avocado*

*Organic

Varieties: (Apple, Banana, Spinach & Avocado), (Mango, Coconut & Carrot), (Pineapple, Banana & Kale), (Apple & Sweet Potato), (Apple & Blueberry)

Natural & Organic

Organix Baby Porridge

- Our organic rice porridge for babies is made with real fruit.
- The delicious flavour comes from the fruit, with no added sugar, artificial flavours or sweeteners, and that's a promise!

Ingredients for Strawberry & Banana Flavour: **Rice Flour**, Maize Flour, Banana Flakes, Freeze dried Strawberry powder, **Thiamin (Vitamin B1*)**.

*Thiamin (vitamin B1) has no organic certification.



Varieties: Strawberry & Banana, Fruity Apple,
Banana & Plum, Multigrain

Natural & Organic



Nestlé Good Start Organic Baby Formula

- Made with organic milk with no added corn syrup solids
- Contains DHA, an Omega-3 fat that supports baby's normal physical brain and eye development
- Iron-fortified and easy to digest

Ingredients: Organic Lactose, Organic Skim Milk, Organic Palm Oil Or Palm Olein, Organic **Whey Protein Concentrate**, Organic Soybean Oil, Organic Coconut Oil, Organic High Oleic Safflower Or Sunflower Oil, Organic Soy Lecithin, Mortierella Alpina Oil (Arachidonic Acid), Crypthecodinium Cohnii Oil (Docosahexaenoic Acid), Taurine, Cytidine-5'-monophosphate, **Mixed Tocopherol** Concentrate, Disodium Uridine-5'-monophosphate, Ascorbyl Palmitate, Adenosine-5'-monophosphate, Disodium Inosine-5'-monophosphate, Disodium Guanosine-5'-monophosphate, **Minerals (Calcium Chloride, Calcium Hydroxide, Cupric Sulfate, Ferrous Sulfate, Magnesium Chloride, Manganese Sulfate, Potassium Bicarbonate, Potassium Hydroxide, Potassium Iodide, Potassium Phosphate, Sodium Citrate, Sodium Selenite, Zinc Sulfate), Vitamins (Ascorbic Acid, Beta-carotene, Biotin, Calcium Pantothenate, Choline Chloride, Cyanocobalamin, Folic Acid, Inositol, Niacinamide, Pyridoxine Hydrochloride, Riboflavin, Thiamine Hydrochloride, Vitamin A Palmitate, Vitamin D (Cholecalciferol), Vitamin E (DL-alpha Tocopheryl Acetate), Vitamin K (Phytonadione).**

Natural & Organic



Varieties: Creamy Cauliflower with Herbs, Mild Butter Chicken with Veggies, Tomato with Herbs Mediterranean Style

Wattie's® Stir Thru Cooking Sauces

- Low-sodium baby cooking sauce range contains no artificial colours, flavours or preservatives.
- Suitable for infants from 8+ months, the sauces include vegetables, herbs and mild spices to expose baby to a variety of new and exciting flavours.

Ingredients for Creamy Cauliflower with Herbs Sauce: Vegetables [Cauliflower (25%), Potatoes (20%), Onion (4.7%)], Full Cream Milk, Greek Style Yoghurt (7%) (Cultured Milk), Water, Cheese Paste (Contains Milk), Cornflour, Cream (from Milk), Parsley, Basil, White Pepper.

The Sprouting Plant-Based Potential



Sprout Organic Plant-based Infant Formula

- Containing a blend of organic rice and pea protein, Sprout's Infant Formula is gentle nutrition for little tummies and contains key nutrients for your child to grow up strong, happy and healthy.
- Plant-based
- Certified organic
- No GMO

Ingredients: **Organic Rice Starch**, Organic Oil Blend (Organic Coconut Oil, Organic Canola Oil), **Organic Rice Protein**, Organic Pea Protein, Arachidonic Acid (ARA), **Docosahexaenoic Acid (DHA from algae)**, **Minerals (Potassium, Calcium, Chloride, Phosphorus, Sodium, Magnesium, Iron, Zinc, Copper, Iodine, Selenium, Manganese)**, **Vitamins (Vitamin C, Niacin, Vitamin E, Pantothenic Acid, Vitamin A, Riboflavin, Thiamin, Vitamin B6, Folic Acid, Vitamin K1, Biotin, Vitamin D2, Vitamin B12)**.

The Sprouting Plant-Based Potential

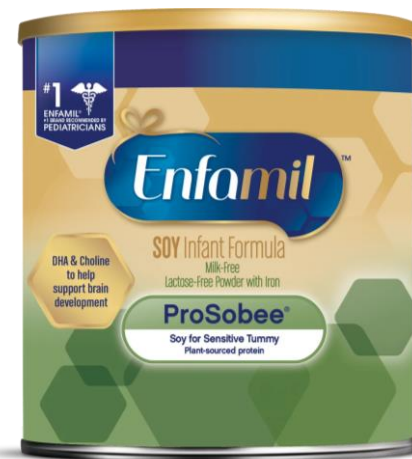
Enfamil ProSobee Infant Formula

- Soy-based alternative to milk-based formula
- Helps ease fussiness & gas caused by sensitivity to milk-based formulas
- Great for following special dietary guidelines, like families who require vegetarian or Kosher diets
- Same amount of brain-nourishing DHA as other routine Enfamil formulas
- Enfamil is the #1 pediatrician-recommended formula brand

Ingredients: Corn Syrup Solids (54%), Vegetable Oil (26%) (Palm Olein, Coconut, Soy, And High Oleic Sunflower Oils), **Soy Protein Isolate** (14%), And Less Than 2%: **Calcium Phosphate**, **Potassium Chloride**, **Sodium Citrate**, **Calcium Carbonate**, **Magnesium Chloride**, **Magnesium Phosphate**, **Potassium Citrate**, **Ferrous Sulfate**, **Zinc Sulfate**, **Cupric Sulfate**, **Potassium Iodide**, **Sodium Selenite**, Mortierella Alpina Oil*, Cryptocodium Cohnii Oil**, L-methionine, **Choline Chloride**, **Ascorbic Acid**, **Niacinamide**, **Calcium Pantothenate**, **Vitamin D3**, **Riboflavin**, **Thiamin Hydrochloride**, **Vitamin B6 Hydrochloride**, **Folic Acid**, **Vitamin K1**, **Biotin**, **Vitamin B12**, Inositol, **Taurine**, **Vitamin E Acetate**, **L-carnitine**, **Vitamin A Palmitate**.

*A Source Of Arachidonic Acid (Ara)

**A Source Of Docosahexaenoic Acid (Dha)



The Sprouting Plant-Based Potential



Varieties: Banana, Quinoa & Oat, Sweet Potato, Pumpkin & Morning Glory

Baby Natura Organic Brown Rice Porridge

- Baby Natura believes in the power of natural vegetation. Eating a vegetable-based diet, or PBWF (Plant Based Whole Food), will help your baby develop the most perfect way.
- Baby Natura products have been scientifically confirmed that helping mothers to take care of and enhance the development of the baby.

Ingredients for Banana, Quinoa & Oat Porridge: **Organic Brown Rice:** 60%, **Organic Kluai Namwa:** 25%, **Organic Quinoa:** 15%, **Organic Oatmeal:** 10%.



The Sprouting Plant-Based Potential



Varieties: Broccoli, Sweet Potato & Cinnamon

Sprout Organic Plant-Powered Curlz

- Toddler-approved: Sprout Curlz are the first plant-powered snack for toddlers, a crunchy finger food bringing delicious and nutritious together; for babies and toddlers 12+ months
- Gluten free, dairy free, vegan, and contain no added flavours or colours.

Ingredients for Broccoli Flavour: Organic Chickpea Flour, Organic Lentil Flour, **Organic Rice Flour**, Organic Corn Flour, Organic Sunflower and/or Safflower Oil, Organic Broccoli Powder, Organic Pea Fiber, Sea Salt, Organic **Rosemary Extract** to Maintain Freshness.

The Sprouting Plant-Based Potential



Varieties: Apple & Kakadu Plum, Mango & Desert Lime, Pear & Davidson Plum

Funch Australian Wholegrain Cereal

- Plant based
- Suitable for 6+ months
- Native fruits and wholegrains
- Fortified with Iron
- Non GMO

Ingredients for Apple & Kakadu Plum Flavour: **Brown Rice Flour** (78.6%), Teff Flour (11%), Mango Powder (10%), **Mineral (Iron)**, Desert Lime Powder (<1%), **Antioxidant (Mixed Tocopherols)**.

The Sprouting Plant-Based Potential



Varieties: Carrot Sticks, Blueberry Spinach Acai Rusks, Apple Sweet Potato Rusks, etc.

Baby Gourmet Finger Foods

- A teething alternative that is free from most allergens, made without adding sugar, salt or anything artificial. Say hello to your baby's new favourite teether.
- Plant-based Nutrition

Ingredients for Carrot Sticks: Organic Red Lentil Flour, Organic Chickpea Flour, Organic Carrot Powder, Organic Canola Oil, Organic Pea Fibre, AnedenBC30 (Organic **Inulin**, Bacillus Coagulans GB1-30 6086), Organic Onion.



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THANK YOU