

Jannine's organic baby store turns ten

Story & photo Eve Jeffery

Jannine Barron has grown her business like a healthy baby and her 'child' is about to turn 10. Jannine's story is literally one of rags to riches, which started with twenty dollars and a piece of cloth. 'I was on a parenting benefit,' says Jannine. 'I had been travelling before I got pregnant so had no resources behind me.'

'My life was primarily as a volunteer and I funded my travels with teaching, media and human rights administration work. I always did what I loved whether it paid me or not. I remember having \$20 that I could spare to buy some fabric. I had to wait until the next fortnight to buy more.'

Jannine wanted to be able to work from home to look after her own toddlers and she first opened the doors of Australia's first organic baby store in her garage in July 2000. She sold to local Byron Bay parents and her hours were from noon to 5pm one day a week.

She also began to sell her organic products online. 'I developed an online niche business,' says Jannine. 'We had about ten sales a week. Every sale online is still exciting, even after all these years.'

Three years later Jannine's youngest was old enough to be



Jannine Barron will celebrate the 10th anniversary of growing organic babies at Nature's Child.

off to school so she opened a warehouse to cater for the business' growth.

Nature's Child now retails from its Byron Bay premises on Banksia Drive, the showroom a wonderland of every possible baby and pregnancy requirement. Jannine says the mission of Nature's Child is to sell certified organic, chemical free products for pregnancy, babies, children, home and lifestyle, which don't cost the earth.

'We want to make it easy for

parents to enjoy organic, earth-friendly shopping,' she says. 'Our vision that we work with every day is simple: "Cherish our children, cherish our earth".'

'Our products are simply beautiful with the core value of no chemicals. It's such a basic concept that we would not expose our children to harmful chemicals. It still seems strange to me that I have to "sell" this as a concept of interest, but the truth is that most people just don't realise what is in main-

stream products and how potentially harmful they are.'

Jannine says that she will be definitely celebrating on July 1. 'In the morning, I will go to the farmers market. We will be handing our free hessian shopping bags to parents and free organic lollipops for kids.'

'We will be doing the same at the shop all day. We are also having a storewide sale on our birthday to say thank you to all the amazing local clients that have helped build our organic business.'

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