

Why is Organic important?

by
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When I started Nature's Child six years ago, I was a part of a small global community that understood the importance of organic products. I was part of a movement of entrepreneurs who wanted to take the hippy stigma of organics and bring it to the mainstream. I was also a historian, which not many people know so this history of organics, this story of passionate people who felt the future of our planet was relying on the development of this industry among other changes, is an important story to tell.



In the baby industry, the Nature's Child Organic Baby Essentials success had such beginnings. IN my garage, I developed an on-line niche business that has grown from \$10 000 a year in 2000 turnover to 1 million dollar turnover in 2007. Education and love for our babies has been the core of our success. Our products are simply beautiful quality, with not a single chemical used to create them, and they are thousands of dollars cheaper than the disposable options that have been standard use for parents for many years. It's a simple formula that people once thought I was crazy to believe in.

Organics was not a word that existed fully in the marketplace even 3 years ago. The products were there; they were the expensive things in the corner. People in general were not really sure why they should pay extra for it. There was little education and it wasn't reaching the public widely.

Very quickly, this image has changed. Organic products are now accessible to you on a scale that has never happened before. Organic products are now affordable and often less expensive than non-organic options. This is because a lot of people that were driven by passion, a belief in the future and a profound respect for the environment, were willing to commit their lives to this dream. Only now, are there economic benefits for these entrepreneurs. There are joyful stories of business owners finally reaping rewards from many years of no financial return. And there are stories of multinationals cashing in on a trend.

Manufacturers in the baby industry over the past 10 years have used massive marketing budgets to convince parents that the most convenient way to parent is purchasing items that

can be thrown away rather than washed. While there is certainly no doubt that the convenience of these products has certainly been useful, we are now in an era of environmental awareness that we can no longer blindly agree to use such a high level of disposable products. The success of disposable nappies saw the development of swimmers, bibs, change mats, baby wipes, breast pads and face wipes. It got out of hand and I just cannot see the ethics in producing such products on a mass scale. These products have been quickly adopted for their convenience. But after years of using these products, its time to ask, at what expense has this been?

When I first had these realisations 12 years ago when my eldest son was born, I started using 100% cotton products. It felt good, I felt proud and I saved a lot of money. I also saw the effect on other parents and how with little education, they also saw the benefit. Around this time, I started my first business hug-a-bub. This was a 100% cotton baby carrier and is now a major baby brand exported to 12 countries. I left hug-a-bub in July 2000 to start Nature's Child.



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