

## Local Organic Products See a Natural Progression on South Coast

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By Ray Estrada, Noozhawk Business Columnist | **UPDATED**

The Kiddo Co. is an all-natural children's snack-food maker on the South Coast. Founder Beth Bailey makes Super Sweet Potato and Wild Blueberry Apple flavors in squeezable pouches.

Kiddo was founded in Bailey's Santa Barbara kitchen. Her goal was to create a convenient and fun way to provide children with a tasty serving of fruit and vegetables.

"I just wanted my kids to eat real food," she said.

After a great deal of research and many home kitchen recipe tests, she developed the "Squeezie," single-serve pouches that are a convenient way to give children organic and local vegetables and fruit parents can feel good about, while promoting healthy living.

Bailey's products — which contain no added sugar, preservatives, artificial flavors or colors and are gluten- and dairy-free — sell for \$4.99 to \$5.69 for a pack of six.

She said she works hard to find the best vegetables and fruit available from South Coast organic sources. She uses a special technique to minimally process each batch to keep the natural antioxidants and vitamins in the food.

"My passion is to provide a healthy grab-and-go snack that is convenient for parents and fun for youngsters," she said. "I hope to make a difference in what children eat."

With research and passion behind her, Bailey said all she had to do was walk in the front door of Whole Foods market and convince the buyer she had a product the store at 3761 State St. had to stock on its shelves. The buyer snapped it up.

She received a similar response at Lazy Acres Market, 302 Meigs Road, on the Mesa.

In response to consumer demand, Bailey said she has started a program to have the squeezable packages recycled at Lazy Acres and Whole Foods markets where her products are sold.

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