

FIVE QUESTIONS

# Baby food that's homegrown

Port Moody mother solves infant-food dilemma by forming her own company

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Babies will always be born and they'll go through the baby food stage.

However, this isn't 1966 and there's more to baby food than that same old, same old.

Angela Salehi is a Port Moody mom who wanted her child to eat fresher, healthier, more flavourful food. Once daughter Cianna was ready for pureed foods, Salehi started making purees from organic, local fruits and vegetables.

And now the Port Moody mom and daughter are the personalities behind Ripe Baby Food Ltd., making foods that Cianna, the principal tester, approves of.

"Please, sit down, sweetie," Salehi says to her motoring daughter during a phone interview.

"If things don't pass her finicky taste, they don't go out," she says. "I also test market with some moms and their kids. One of the lovely things about children is they don't have a filter process. If the flavours aren't right on the mark, it's quite clear."

Salehi recently answered Five Questions about her company.

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## 1 Why did you decide to make this a business?

Once Cianna was born, I searched to find healthy, nutritious food options. I bought a couple of them and was disappointed in the flavour, texture and smell, in particular with carrots. I started making my own and when I decided not to go back to work, I decided to make it for others.

## 2 Where did you work before becoming a mom?

I worked in public relations, for Capers.

## 3 What are your products?



IAN SMITH/PNG

Cianna Salehi enjoys the all-natural taste of products made by her mom Angela Salehi, at their home in Port Moody. Angela owns Ripe Baby Food and Cianna gets to taste-test purees from organic, local fruits and vegetables.



Some of Angela Salehi's products.

I do fruit and vegetable purees in frozen cubes. They can be [thawed and] mixed with Pablum or cereal. When they get older, you can mix the cubes with yogurt, smoothies, oatmeal, rice or pasta. They're based on what's in season. Right now, I'm selling a beet and

cauliflower combination and pear and squash and working on new flavours for spring. I also do toddler snack bars called Kamoo Bars in three flavours — carrot/apple/oatmeal, pumpkin/spelt and pear/kamut.

## 4 Where is it available and for how much?

They're available online at [www.ripebabyfood.com](http://www.ripebabyfood.com) and I do home deliveries up to 35 kilometres for three-bag minimums. I also sell at the Coquitlam Farmers' Market [including the Winter Market] and at Gallagher's Coffee Bar (232 Newport Dr., Port Moody) and through Organics at Home on weekends (1479 Hunter St., North Vancouver).

Each bag of frozen "Baby Cubes" contains four servings for \$8.50; each bag of 10 Kamoo bars costs \$7.50.

## 5 What's next?

I haven't outreached to the retail sector yet because I wanted to be sure I was ready. That's up and coming. I intend to look for different opportunities that this market has and make products that meet that need and continue to evolve.



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