

# THE TRI-CITY NEWS

## Entrepreneurs bring their web-based businesses to Port Moody market



By Diane Strandberg - The Tri-City News

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Hand-made, local and unique.

That's the best way to describe the products that will be for sale in time for holiday shopping in the Canoe Club on Klahanie Drive in Port Moody on Sunday, Dec. 6 from noon to 4 p.m.

Eighteen female entrepreneurs from across the Lower Mainland, including a few from the Tri-Cities, will be joining organizer, Christine Kizik, in bringing holiday shopping to Port Moody.

Port Moody mom Angela Salehi will be selling her organic baby food and toddler bars at a holiday shopping market in the Canoe Club on Klahanie Drive in Port Moody on Sunday, Dec. 6 from noon to 4 p.m.

There will be music, food samples and crafts and a wide array of products from organic baby food to 1950s style aprons, dog accessories, rain gear for children, chocolate, cards and notes, among other things.

Salehi who created her own line of organic baby food and nutritious snacks to meet the needs of her own 18 month old baby and decided to make them commercially, said the shopping event is a way to put customers in touch with entrepreneurs who usually sell their goods online.

Some of the entrepreneurs sell their products online through Esty.com, a website for buying and selling handmade items, and some know each other through other networks.

Salehi started Ripe Baby Foods after trying regular baby food and deciding it was unappetizing.

"The pureed carrots didn't look, smell or taste like carrots," Salehi said.

She tried making her own, experimented and then expanded the line, working with a nutritionist to come up with the best combination of taste and nutrition. She also provides a home-delivery service which most new parents seem to appreciate.

Salehi grew up in Burnaby in an entrepreneurial family and decided to give her business a go despite concerns about the economy.

"With baby food, I think that parents always want to give their children the best that they can and that's not usually something that slips in times of recession. I personally feel that way and it seems my customers also feel that way."

For more information about her products, visit [www.ripebabyfood.com](http://www.ripebabyfood.com)