



Facts about Heinz Baby Foods

Heinz offers a wide range of baby foods cooked in jars, cans or pouches that meet the requirements of the Pure Start™. This is our commitment to the Heinz standard of quality, safety and nutrition. See www.heinzforbaby.com.au for the delicious recipes featured.

Help avoid fussy eating

What parents can do to encourage variety

www.heinzforbaby.com.au

A healthy love of good food is one of the most important things you can teach your baby. Good taste is vital, but there is so much more to learn! No one wants a fussy eater and helping your baby learn to like a variety of foods will help reduce the risk of him becoming a fussy eater later on.

Baby's first foods are essential for nutrition, but are also important for learning about colour, texture, shapes, smell and feel of food. Help set up a lifetime of enjoyment of healthy eating starting with exposure to a wide variety of good foods.



www.heinzforbaby.com.au

For personal advice on feeding baby, talk to your child health nurse. This information has been written and produced by the Heinz Infant Feeding Advisory Service for H.J. Heinz Company Australia Limited. Locked bag 19057 Southbank Vic 3006 Australia
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My baby doesn't like....

It is normal for baby to be reluctant to try a new food. This isn't because he doesn't like it, but simply because it's unfamiliar! New foods may be rejected up to 10 times before being accepted. Keep trying and your baby will learn to like a new food. Offer a small amount of the new food on a spoon and encourage your baby to eat it – if he rejects it, try again the next day without making a fuss.

A natural liking for sweet tastes

Babies are born with a natural liking for sweetness. Baby will often easily accept sweet fruits like apple and banana, or sweet vegetables like sweet potato and pumpkin. However, your baby needs to learn to accept a wide variety of tastes.

Some tips to encourage variety

Introducing new foods in a positive environment helps. So does offering your baby a whole range of different flavours including savoury foods. Heinz provides a wide variety of savoury flavours, with no added preservatives, artificial flavours or colours, to help expand baby's palate.

Start with cereal

Iron enriched rice cereal, such as Farex® or Heinz® Organic Rice cereals are ideal first foods, and remain a good source of iron for toddlers.

Iron is important for healthy growth and development.



cottage pie

Tips to help prevent 'fussy' eating

- ▶ Try a new food repeatedly (in small quantities) so your baby learns to enjoy it
- ▶ Make mealtime a pleasant routine and minimise distractions
- ▶ Your baby watches and learns from you and others around you – if you eat together and he sees you enjoying a food, he will want to enjoy it too
- ▶ Introduce new foods with a food that your baby already knows and likes
- ▶ Your baby will love to feed himself at around 8-9 months. Cut up 3 or 4 different coloured vegetables or fruits into bite-sized pieces and serve them lightly steamed
- ▶ Don't worry about the mess – it takes a little time to learn good food manners!

Did you know that...

- ▶ Babies don't need teeth to chew – they can "chew" soft lumps with their gums
- ▶ Chewing (even with gums) is important for developing jaw muscles which help with speech later on
- ▶ There is a window of opportunity for learning to like lumps. Once your baby can manage soft mashed foods, progress to coarser mash and soft lumps.
- ▶ First foods need to be soft and smooth – not necessarily pureed
- ▶ Babies need to learn to like a variety of flavours
- ▶ Exposure to a wide variety of flavours early on encourages acceptance of flavour variety later on
- ▶ Giving only sweet fruits and vegetables that babies will like immediately, may reduce the variety of foods they learn to enjoy



chicken & vegetables



Q. Where are Heinz baby foods made?

A. All of our baby foods are made at a dedicated baby food site located in country Victoria at Echuca. Our kitchen meets rigorous Australian standards of hygiene and safety. We also take great care to minimise potential allergens. Our foods for infants are totally nut free - workers at our baby food site are not even allowed to bring a peanut butter sandwich to work!

Q. Do Heinz baby foods contain preservatives?

A. NO PRESERVATIVES are used in Heinz baby foods. Food spoilage bacteria are killed during cooking and hence foods can be safely kept unopened for an extended time.

Q. How are Heinz baby foods cooked?

A. Our baby foods are cooked in a similar way to traditional home bottling that your Grandma used, to preserve fruits when they were in season. Cooking meat and vegetables in their own juices maximises nutrients retained and destroys potentially harmful bacteria. Baby food is sterile until opened which means you can trust Heinz baby food safety.

Q. Are artificial additives used in Heinz baby foods?

A. Artificial additives are a concern for parents... Heinz baby foods use NO ARTIFICIAL ADDITIVES. In some baby foods we use natural flavours to enhance taste acceptance.

chicken & couscous



Q. Do Heinz foods for infants contain salt (sodium)?

No, we do not add salt to infant foods. Adults are used to the flavour of salt in most everyday foods, like cheese, bread and spreads, so we miss this taste in baby foods. Babies have no preference for salt flavour so unsalted foods will taste naturally good to them. A varied diet will provide all the sodium that baby needs. Excess sodium can be harmful.