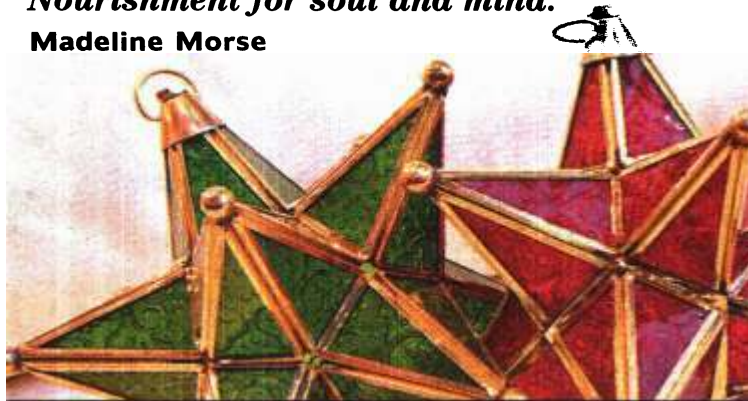




*Let Christmas not become a thing  
Merely of merchant's trafficking ...  
Beneath the childish glamour, let us find  
Nourishment for soul and mind.*

**Madeline Morse**



**T**ime-poor parents often say it's difficult to make informed decisions when shopping for their children. Entrepreneurial mums Rachel Knott and Kate Evans recently launched Kids Connect. Similar to the successful Heart Foundation "tick" the Kids Connect organisation endorses products for babies and children up to 12 years old after putting them through rigorous testing.

The Kids Connect panel includes a GP, food scientist, paediatrician and dentist. Food products earn either the blue label meaning they are safe for regular consumption or a yellow label for foods recommended no more than twice a day. Rachel Knott says their research showed parents were confused and overwhelmed by product labelling and advertising.

"I have three children and I work and I had so many questions of my own. What snacks are better for my children? What foods can I put into their school lunch," says Knott. "Kids Connect provides a solution that takes the guesswork away from parents."

Endorsed food products include Kraft Cheese Sticks, A2 Kids' Milk, Carman's Muesli Breakfast Bars, Kids Care Rice Wheels and KR Castlemaine Nutriwatch Ham.

Other categories for accreditation are Baby and Toddler products, Health Care, Lifestyle and Learning and Physical Activity.

**For more information visit [www.kidsconnect.com.au](http://www.kidsconnect.com.au)**