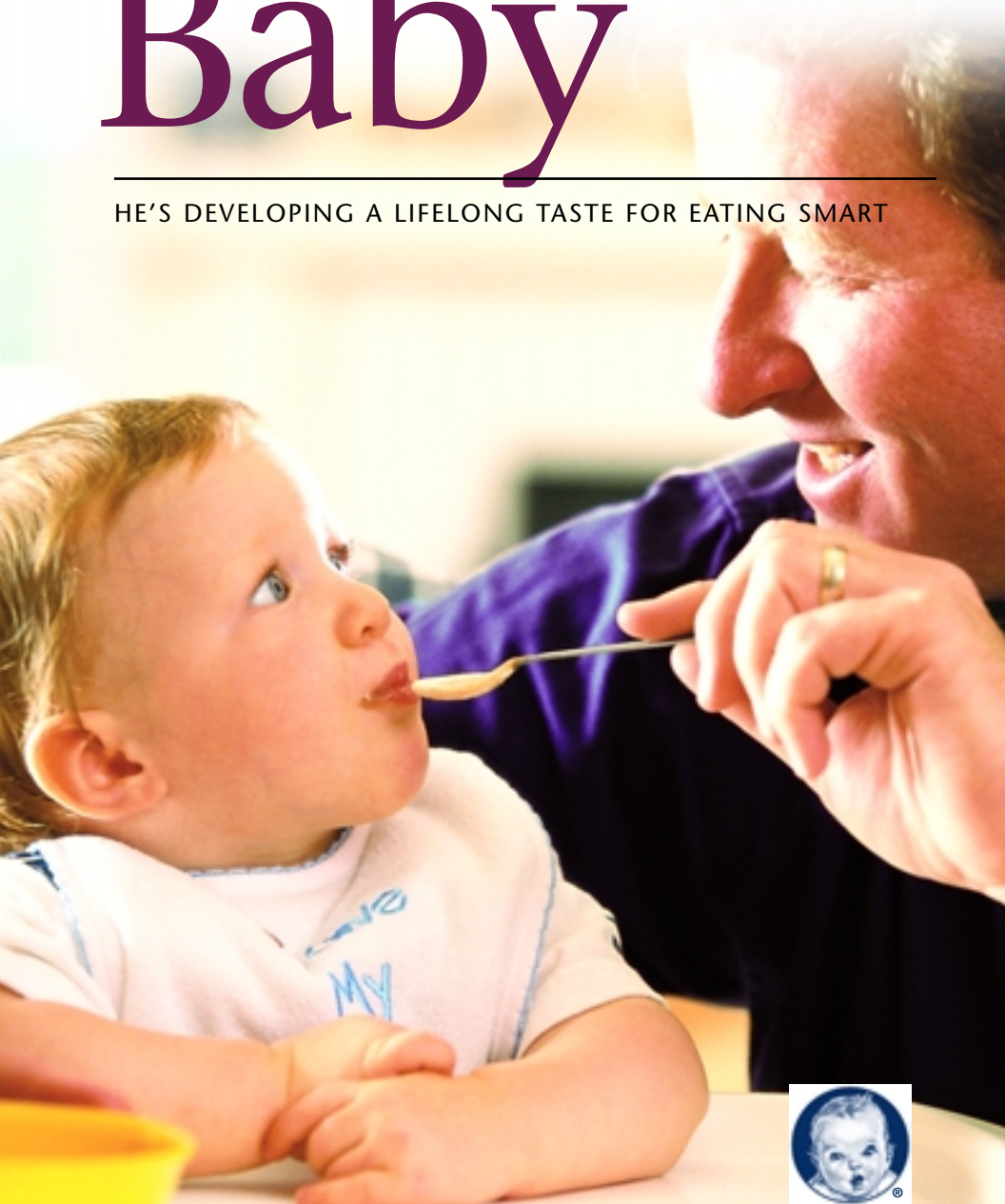


Feeding Your Baby

HE'S DEVELOPING A LIFELONG TASTE FOR EATING SMART



Gerber



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What Your Baby Learns Today Can Last A Lifetime

As a parent, you want to provide nutritious foods so your baby can grow healthy and strong. This booklet gives practical tips about feeding your baby from birth to age two. You will learn how to build to a variety of foods. You will also teach your baby about healthful eating right from the start.

Keep in mind, that healthy eating habits don't just happen. They are learned over time. Like anything worth learning, they take practice and patience. The Gerber Feeding Plan can help you. With over 190 varieties of foods with just the right nutrients and just the right flavors and textures, you and your baby have many choices for success along the way.

You can count on Gerber, because we've been providing babies with a variety of healthful eating choices for 75 years.



Breastfeeding

At first, your baby will eat a very simple diet — breastmilk, infant formula or both. Whatever you choose, this simple diet is all your baby needs. The best and most natural way for you to feed your baby is by breastfeeding.

WHAT NUTRIENTS

Your milk contains the ideal blend of nutrients for your newborn baby. Breastmilk also contains antibodies that protect your baby from illnesses. Antibodies in colostrum, a mother's first milk, help keep your baby healthy from the first few days of life.

HOW

Relax by nursing in a comfortable, quiet place. Cradle your baby in the crook of your arm. Baby's head should be well supported and above the level of baby's stomach. Make sure your baby latches onto as much of the dark area around your nipple as possible. Relax. Your baby's sucking will cause your milk to "let down" or flow. If you are anxious, this reflex may be slow to come.



HOW MUCH

During the first few weeks, your baby will want to nurse every two to three hours for 15 to 20 minutes on each side. Always have water handy before you sit down to nurse. You may get thirsty.

Every baby is different. Some eat quickly. Others take their time. Let your baby be your guide. You know your baby is getting enough if your baby:

- has six or more wet diapers a day,
- steadily gains weight and
- sucks and swallows breastmilk
(You can feel and see these signs.)

Nurse often and get plenty of rest to help build up your milk supply. Your milk supply changes to meet your baby's needs. Try to nap when your baby does. And drink plenty of water.

Tip Keep your milk supply even between both breasts by nursing on both sides at each feeding. Also, try to begin each feeding session with the breast your baby finished with at the last one. You can mark your bra strap with a safety pin as a reminder.



PICTURE PERFECT LATCHING

Snuggled up close to you, your baby will take as much of the dark area around your nipple (areola) into his mouth as possible. His nose will be close to or touching your breast. If he's latched correctly, you'll see your baby sucking and hear him swallow. A clicking noise means the latch isn't sealed. You'll need to try again.

Formula Feeding

WHAT NUTRIENTS

If there ever comes a time for formula, one patterned after breastmilk is the right alternative. Infant formula is like breastmilk. So iron-fortified formula alone can provide enough nutrients and food energy until your baby is a few months old. Formula with added iron helps keep your baby's iron stores adequate. Even after starting solid foods, continue breastmilk, formula or both until your baby's first birthday.

WHAT

Choose the right formula. Formulas provide the right balance of fats, carbohydrates and proteins, and formulas fortified with iron are best. Your doctor can help you choose the right formula for your baby.

HOW

Infant formulas come in three forms: ready-to-feed, concentrate and powder. Prepare bottles for only one day a time. Follow label directions exactly.



Create a natural feeling of closeness during bottle feeding. Cradle your baby closely in your arms. Support your baby's head well above baby's stomach level.

HOW MUCH

Be flexible about feedings. Newborns need to eat every two to four hours. And they drink about 2 to 3 ounces each time. Each day they usually eat about 2 to 3 ounces for each pound they weigh. Let your baby's appetite guide you.

If your baby does not seem too hungry at a feeding, relax. Forcing babies to take or finish a bottle puts too much focus on eating. Pay attention to your baby's appetite to promote good eating habits. You will also avoid under- or over-feeding.

Tip If you are nursing, you may find that your baby will not take a supplemental bottle from you. Let Dad or Grandma try feeding the baby using different bottle nipple styles. Gerber offers a wide assortment of nursers and nipples including the NUK® orthodontic nipple, to help you and baby make the most of feeding.



Starting Solid Foods

As the months pass and your baby grows, her rapid growth can cause her to deplete the iron stores she was born with. At this time, she may need another source of iron in addition to your breastmilk. Look for signs of developmental readiness to start solids and consult your doctor about appropriate timing and alternative sources of iron that are right for your baby.

SIGNS YOUR BABY MAY BE READY FOR SOLIDS

- ❑ Sits with support and has good head control
- ❑ Doubled his birth weight *and* weighs at least 13 pounds
- ❑ Continues to be hungry after 8 to 10 breastfeedings or drinks 32 ounces of formula a day

Talk to your doctor about when to start solids.

WHAT NUTRIENTS

Single-grain infant cereals (like rice) with added iron are perfect for your baby's first solid food. They are excellent sources of iron. Iron helps to build healthy blood. And these cereals have carbohydrates for energy and B vitamins. Vitamin C-rich juice fed at the same time helps your baby absorb iron from food better. All Gerber 100% infant juices are rich in vitamin C.

Single-food fruit and vegetable purees provide different combinations of nutrients. Offer both. When you start these foods, your baby learns about a variety of foods that provide nutrients needed throughout life.

Tip Feed iron-fortified infant cereals and vitamin C-fortified infant juices for your baby's first two years because this is a critical time for development.

WHAT FOODS

Single-food cereals, juices and fine purees

Introduce cereal and juice slowly. Give your baby time to learn each new texture and flavor. Start with single-grain cereals like Gerber Rice Cereal mixed to a smooth texture with breastmilk or formula.

As your baby learns to eat from a spoon, Gerber finely pureed 1ST FOODS® are easy to swallow. Also, you can help teach your



baby new flavors with single-ingredient juices, such as White Grape, Pear and Apple. Every three to five days, add a new single-ingredient 1ST FOODS® Fruit, Vegetable or Juice. Slow introduction of single-ingredient foods will help you to check for food allergies.

HOW

When starting solid foods, hold your baby in your arms as you would for breast or bottle feedings, but a little more upright so swallowing is easier. You can also help your baby sit upright in his high chair while introducing solid foods. Place a small amount of food on the tip of a long-handled baby spoon. Put the spoon to your baby's lips, not in the mouth.

Your baby will suck food from the spoon, using the sucking skills learned with the nipple. Your baby may reject the first spoonfuls because the taste and textures are new. Try again. Two spoonfuls are a great beginning! Baby's first attempts may be slow and awkward. Learning to eat takes time. If feeding does not improve during the first week, your baby may not be ready. Stop and try again in about a week.

HOW MUCH

Start with about a tablespoon of cereal mixed with four tablespoons of breastmilk or formula. As your baby gets older, decrease the amount of breastmilk or formula used to mix the cereal.

Continue each feeding as long as your baby reaches for the spoon or opens his or her mouth for it. Stop when your baby is full. Feeding babies just when they are hungry teaches them to pay attention to their appetite.

These signals may mean your baby is done: cries, turns away or covers face with hands. Offer something to drink. If your baby still says "I am done" when you offer the spoon, it's time to stop. Never force feed.

Tip If your family has a history of food allergies, your baby still needs to build to a variety of foods. Just go slowly.

Gerber 1ST FOODS® baby foods do not contain any common food allergens. When the time comes to introduce 2ND FOODS™ baby foods, read the jar labels carefully and watch your baby for food sensitivity reactions. Be sure to talk to your doctor if you have a family history of food allergies.

The Gerber Feeding Plan

DEVELOPMENTAL SIGNS FOR EATING READINESS

For the first two years



NEWBORN



HEAD UP



SITTER

What is baby doing?

- Physical Signs
- Intellectual Signs

- Roots around for nipple
- Poor control of head and neck
- Learns about textures through mouthing
- Cries to communicate needs
- Bonds with parents during feedings

- Sits with support
- Lifts and supports head
- Doubled birth weight and weighs 13+ lbs.
- Hungry after 8-10 breastfeedings, or 32 oz. of formula, in a day
- Smiles spontaneously
- Follows objects 6" away

- Sits independently
- Rolls over from back to front
- Can hold small object in hand
- Uses sounds and gestures to communicate
- Exchanges smiles and sounds with parents
- Learns about object permanence

What baby is saying?

- When Hungry
- When Full

- Cries
- Roots and sucks
- Falls asleep
- Spits out nipple

- Leans forward to reach spoon
- Opens mouth
- Turns head away from spoon

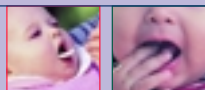
- Grasps spoon
- Looks for food when you remove dish
- Clenches mouth shut
- Pushes food away

How does baby eat?

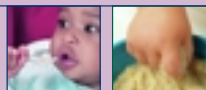
- Mouth Movements
- Finger Movements
- Hand Movements



- Roots in search of nipple
- Sucks and swallows only liquids
- Baby establishes a rhythmic suck-swallow pattern during breast or bottle feeding preparing the mouth for swallowing solids



- Opens mouth as spoon approaches
- Moves food backward with tongue
- Puts hands in mouth while eating
- Bats at spoon with fist



- Learns to keep thick purees in mouth
- Swallows without gagging
- Wraps fingers around spoon
- Can transfer food from one hand to the other
- Rakes foods toward self into fist

How can parents help?

This is a time to bond with your baby. So hold him close and enjoy.

Even though it is messy, let your baby put her fingers in her mouth while eating. This will help her learn to swallow by using the same sucking method she uses with breast and bottle.

Learning about new foods takes time. Offering a new food at several meal times will improve acceptance. Try introducing your baby to pureed meats, which provide a new taste and can be an excellent source of zinc and protein.

BREAST MILK, FORMULA

GERBER CEREALS

GERBER JUICES

GERBER 1ST FOODS® /TENDER HARVEST™

GERBER 2ND FOODS™, MEATS, SIMPLE

What can baby eat?

A timeline of food choices throughout your baby's development

Did you know?

News from the Gerber Parents Resource Center

The American Academy of Pediatrics recommends that mothers breastfeed their babies for at least one year.

As the months pass and your baby grows, her rapid growth can cause her to deplete the iron stores she was born with. At this time, she may need another source of iron in addition to your breastmilk. Look for signs of developmental readiness to start solids and consult your pediatrician about appropriate timing and alternative sources of iron that are appropriate for your baby.

Research shows that learning to like vegetables is teachable. In a study conducted at the University of Illinois, babies were given their first vegetables in the form of baby food. After 10 exposures, all of them significantly increased their acceptance of that food.



CRAWLER

BEGINNING TO WALK

INDEPENDENT TODDLER



Gerber Cereals

Basic nutrition for the first 2 years



1ST FOODS[®]

Single Beginnings



2ND FOODS[®]

Variety Building



3RD FOODS[®]

Texture Teaching



Gerber Finger Foods

For learning to self-feed



Gerber Lil' Entrees[®]

Nutritious, ready-to-serve combinations



Gerber Juices

100% Juice, 100% Vitamin C



Tender Harvest[™]

Organic and original recipes



Gerber Graduates[™]

The right nutrition at the right time

- Kneels and crawls
- Pulls self to stand
- Learns to cruise
- Understands cause & effect
- Starts problem solving
- Shows assertiveness

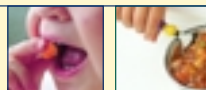
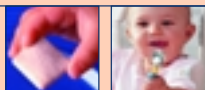
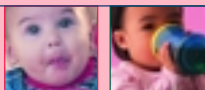
- Walks with assistance
- Has tripled birth weight
- Stands alone
- Learns through imitation
- Uses words or sounds to express the desire for specific foods
- Understands interactive games

- Walks with confidence
- Climbs and crawls into interesting spaces
- Leads parents to toy or food
- Uses two-word phrases
- Stacks blocks

- Vocalizes & points to food
- Reaches out for food and spoon
- Pushes food away
- Fidgets in high chair

- Responds to questions with simple words like “yes” and “more”
- Nods head to communicate
- Shakes head to say “no more”
- Stands up in high chair

- Combines phrases with gestures, Ex. “want that” and pointing
- Can lead parent to refrigerator and point to a desired food or drink
- Uses words like “all done” and “get down”



- Transfers food around mouth
- Begins to use jaw to mash food
- Holds small foods between thumb and first finger
- Rakes food and picks up in fist
- Holds spill-proof cup independently
- Grasps your hand to control food intake

- Bites through variety of textures
- Drinks well from a cup
- Feeds self easily with fingers
- Starts banging, waving, dropping spoon
- Rests one or both arms on tray for stability

- Coordinates tongue and teeth for eating
- Masters gross motor skills
- Uses spoon with less spilling
- Shows preference for one hand
- Attempts to hold bowl steady with one hand while other hand spoons

When introducing lumpier/textured foods, keep a familiar food on the table. Switch back and forth between foods until your baby accepts the new food.

Always offer a variety of foods throughout the day. You'll not only ensure a balanced diet now, but you'll be teaching your growing baby about healthy eating habits that will last a lifetime.

If he or she keeps asking for the same food meal after meal, the child is experiencing a “food jag”. Food jags are common in the toddler years. It's okay to offer the food they want because they will soon tire of eating the same food so often.

1ST FOODS[®]

RECIPES™ DINNERS/TENDER HARVEST™ 2ND FOODS™

GERBER FINGER FOODS (WAGON WHEELS, ZWIEBACK TOAST, BITER BISCUITS)

GERBER 3RD FOODS™/TENDER HARVEST™ 3RD FOODS™/3RD FOODS™ LIL' ENTREES™

GERBER GRADUATES™ DICES, COOKIES, CRACKERS, CEREAL BARS

GERBER GRADUATES™ MEAT STICKS, MEALS, JUICES/GRADUATES™ LIL' ENTREES™

TABLE FOODS

More variety increases the opportunity for good nutrition and adds to the pleasure of eating. Babies try one new food after another as they start solids, each time adding more food variety to their diet. The tasting adventure continues throughout childhood into adulthood.

80% of babies between 12-18 months show a clear preference for one hand. Most studies agree that hand dominance is almost always determined by genetics.

When toddlers start eating more easy-to-eat table foods, they may not get all the zinc, iron and calcium they need.

Ready to Try Something New

Once your baby can eat with ease from a spoon and has tried many single-food, fine purees, move ahead. Start with Gerber 2ND FOODS™. Slowly add mixed-ingredient foods in variety-building flavors.

WHEN

You will know it's time if your baby:

- Sits without help,
- Rolls from back to front and creeps on stomach,
- Eats from a spoon easily and
- Has tried a variety of single-ingredient foods.

WHAT NUTRIENTS

Your baby continues to need nutrients from the “basics”: breast-milk or formula and iron-fortified cereal. More food variety and more foods also provide nutrients and food energy that active, growing babies need.



Meat, chicken or turkey can supplement zinc and protein from breastmilk or formula. These foods also supply vitamins. Fruits, vegetables and juices fill your baby's need for vitamins A and C. Try to offer a dark-green or yellow vegetable daily. They provide more vitamin A. Besides adding flavors, mixed foods supply nutrients. Gerber has combined the flavors and nutrition of fruits and vegetables in Fruit and Veggie juices.



WHAT FOODS TO ADD

Mixed-ingredient foods with mild flavors.

Gerber 2ND FOODS™ baby foods include many fruits and vegetables your baby enjoyed as 1ST FOODS®. There are also new flavors and textures. Mixed baby foods and juice blends add variety to baby's diet.

Continue iron-fortified cereals, such as mixed-grain or fruit cereals. Protein dishes, such as Gerber Simple Recipe™ Apples & Chicken is a good choice now. Babies need protein and calcium for healthy growth and bones. These nutrients are found in Gerber Juices with Yogurt, a tasty way to give your baby energy between meals.

HOW

Try not to be discouraged if your baby rejects a new food. You may try several times before your baby learns to like it. Let your baby learn to enjoy every flavor, even if it's not your favorite. Offering variety gives babies a chance to explore new tastes and discover their food likes. How much? Let your baby's appetite guide you.



Tip Once your baby can eat well from a spoon and sit with help, you can offer juice and water to introduce a lidded cup. Your baby may not be able to hold a cup for a few more months — but you can help her hold it while she learns.



Experienced at the Spoon

Within a few months, your baby is ready for a high chair and easily eats from a spoon. Your baby may even try to take it away from you for self feeding. As your baby learns to chew, try foods with more texture and flavor.

WHEN

You know it's time for foods with more texture if your baby:

- Sits up alone easily,
- Mashes food with gums,
- Begins feeding self with fingers,
- Can drink from a cup,
- Learns to crawl, and pulls up to stand and
- Has taste preferences that start to expand.

At this time, your baby may not drink as much breastmilk or formula as before — maybe three 8-ounce bottles daily. Solid foods provide more key nutrients.

WHAT NUTRIENTS

Your growing baby needs a variety of nutrients for healthy growth and development. A variety of foods gives calcium for strong bones and teeth, iron for healthy blood, vitamin A to see well and vitamin C for growth and health.

Many Gerber 3RD FOODS™ varieties are sources of these key nutrients when served with breastmilk or formula. Gerber

developed these foods to help you provide the balance of carbohydrates, proteins, fats, vitamins and minerals that your active baby needs to grow up healthy.



WHAT FOODS TO ADD

New tastes, light seasonings and textures that encourage chewing.

As baby gets older it's tempting to feed table food. However, there are just a few foods that your older baby can chew and swallow easily. That's why Gerber developed 3RD FOODS™ foods to help give your baby taste and nutritional variety every day. They are a bridge between pureed baby foods and Gerber Graduates™ toddler foods.

Gerber 3RD FOODS™ varieties, such as Italian Spaghetti and Broccoli Carrots Cheese, satisfy your baby's developing sense of taste. They have small tender pieces older babies can chew even without teeth.

HOW

Learning new tastes and textures takes time. Help your baby. Offer new textures of foods on the spoon with a familiar favorite taste. Or offer a familiar food with one spoonful. Then, try a new food with the next spoonful. Alternate until your baby gets a taste for the new flavor or texture. If your baby looks puzzled or backs away, wait. Offer more of the familiar food when your baby turns toward you again. Don't force the next spoonful.

Make learning to eat these foods a good experience for your baby. Gerber Graduates™ foods can help your baby explore new feeding milestones like spooning and picking up foods.



Tip Your baby may want to start self-feeding. Go ahead and let your baby try finger foods or hold another spoon while you spoon feed. Your baby may tire of self-feeding. So be sure to help your baby finish the feeding.

Starting Toddler Foods

Look how far your baby has come. Your helpless newborn, who depended on a single food for nutrition, is now an active toddler with a mouth full of teeth. Your toddler is interested in eating many foods with the rest of your family.

WHEN

You'll know it's time to introduce foods like Gerber Graduates™ toddler foods if your baby:

- ❑ Has some upper and lower teeth and can bite through a variety of textures easily,
- ❑ Handles bite-sized foods and is learning to use a spoon,
- ❑ Drinks liquids from a spill-proof cup and
- ❑ Walks with help.



WHAT NUTRIENTS

Your active, growing toddler needs a variety of foods for healthy growth and for energy to play and learn.

Milk, yogurt, cheese and pudding provide calcium, as well as protein. Meat, poultry, fish and eggs supply protein, fat, iron and B vitamins. Fruit and vegetables contribute vitamins A and C, as well as carbohydrates. And cereal, bread, rice and pasta supply carbohydrates, B vitamins and iron. Variety is important because each food is different. Variety tastes good, too!

WHAT FOODS TO ADD

Mature flavors and bite-sized pieces for self-feeding practice, whole milk

Your active toddler needs a balanced eating plan with many different foods. Some may come from the family table. Others may come from Gerber Graduates™ — foods specially designed to help toddlers grow up strong and healthy.

Toddlers like tender bite-sized foods that are easy to chew and swallow. And they like finger foods. Graduates™ Fruit and Vegetable Dices and Meat Sticks are just right for picking up by little hands. Graduates™ protein-rich microwavable dinners provide textures and flavors that toddlers enjoy. And many Graduates™ foods are conveniently packaged for “on-the-go” feeding needs.



By about one year, your baby can handle cow’s milk. Offer whole milk, not skim or lowfat milk, until age two. Whole milk gives your baby the fat needed to grow. Calcium-fortified Graduates™ Juices are a good source of this essential bone nutrient, too.

HOW

As toddlers become more active, they develop some independence. That can make mealtimes challenging.

Try to be patient when your toddler says “no” to food. Don’t turn mealtimes into a battle of wills. Provide a variety of healthful foods at regularly scheduled meals. Let your child decide how much of these foods to eat. Always serve at least one food your child likes. Never force any food.

In time, the “picky eater” phase will pass. Your child will have a great start toward lifelong healthful eating.



Mealtime Ideas



HEAD UP



SITTER



CRAWLER



BEGINNING TO WALK

BREAKFAST

Cereal made with breastmilk or formula, juice
Breastmilk or formula

Cereal mixed with fruit
Breastmilk or formula, juice

Cereal mixed with fruit
Breastmilk or formula

Cereal with milk or scrambled egg and whole grain toast
Juice or milk from a spill-proof cup

MID MORNING

Breastmilk or formula

Breastmilk or formula

Breastmilk or formula, juice with yogurt

Toddler biscuit
Calcium-fortified juice or juice with yogurt

LUNCH

Breastmilk or formula

Fruit and/or vegetable, and/or meat
Breastmilk or formula

Meat with vegetable
Fruit
Breastmilk, formula, juice or water from a spill-proof cup

Meat sticks and vegetable dices
Fruit dices
Whole grain bread
Milk from a spill-proof cup

AFTERNOON

Breastmilk or formula

Breastmilk or formula

Veggie crackers or Arrowroot cookies
Fruit and Veggie Juice

Fresh banana or fruit dices or cookie
Milk from a spill-proof cup

DINNER

Fruit or vegetable
Breastmilk or formula

Meat with vegetable or fruit
Breastmilk, formula or juice

Pasta with meat and vegetable
Breastmilk, formula or fruit juice from a spill-proof cup

Meat with vegetable dices
Pudding
Milk from a spill-proof cup

EVENING

Breastmilk or formula

Breastmilk or formula

Breastmilk or formula

Breastmilk or formula

Guidelines for Buying, Storing and Serving Gerber Baby Food

Careful buying, storing and serving of any commercially-prepared food helps keep its quality and safety. These are important points to remember when you choose food for your baby.

BUYING

Each jar of Gerber baby food has a circle of safety on its cap. When the circle of safety button curves down, the food will be safe and wholesome for your baby. Each plastic container of Gerber baby food has a safety foil seal. If the seal is broken or missing, discard the package. Also, every plastic container of Gerber juice has a safety ring. If the ring is broken or loose, discard the container.



STORING

Store unopened baby food, cereals and juices in a cool, dry place. Keep them away from steam or heat. Avoid extremely cold or warm temperatures. Never freeze Gerber baby food.

SERVING

Serve Gerber baby foods from a cup or dish, at room-temperature. You can also warm jarred baby food in a microwave safe container. Gerber plastic packs of baby food are microwave safe. Just be careful to follow the directions on each food's label. Always stir and test the temperature of the food yourself before feeding it to your baby. Be careful of hot spots in food heated in the microwave oven.

Warm only as much food as your baby will eat at one meal. Serve it from a small dish, not from the food jar. Use unrefrigerated, opened jars and plastic packs of baby food within 72 hours.



On-line Resources

Gerber Products Company

1-800-4-Gerber

<http://www.gerber.com>

International Food Information Council Foundation's Outreach Program

<http://www.kidnetic.com>

Partnership For Food Safety Education

<http://www.fightbac.org>

Produce For Better Health Foundation

<http://www.5Aday.com>

United States Department of Agriculture—For Kids

<http://www.usda.gov/news/usdakids/>



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