

# ★ THE TENNESSEAN family



## RAISING A 'GREEN' BABY

**Nashville  
businesses  
focus on  
eco-friendly  
baby  
products**

**Trisha Boyer**  
For The Tennessean

**T**he dizzying array of newborn products makes raising a "green" baby seem like an impossible feat, but three local businesses have the essentials covered, with environmentally friendly options for food, clothing and diapers.

"Parents are increasingly particular about the things that enter their baby's orbit," says Nashville's Jennifer Kite, who opened the online baby boutique SCOUT last year, after growing frustrated with the selection of baby products at the bigger chain stores.

With a focus on responsibly made clothing and items that are modern, but still playful and practical, SCOUT is a natu-

ral marriage of passions for Kite, whose background spans from fashion to renewable energy.

"When looking for new products, my first two questions are: 'Where are they made?' and 'What materials are used?'" says Kite, who is expecting her first child. "All of our items are eco-friendly, and consist of materials like organic cotton, bamboo, sustainable woods, soy-based ink and natural rubber."

In addition to the online store, Kite's thoughtfully selected clothing, gifts, accessories and nursery décor can often be found at festivals and events, with several "pop-ups"

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# BABY

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throughout the year. She will even make house calls for overly tired parents who are juggling life with a newborn, but want the personal interaction that occurs in a brick-and-mortar shop.

Kelly Bacher of East Nashville, who purchased Smile Mommy! Diaper Service in 2011, after using the service for three months with her own child, truly believes Nashville can support more environmentally responsible baby stores.

"We have many progressive, smart, thoughtful young adults in Nashville who are really seeking better options in parenting," she says. "Once they know they have options, I think they will be excited about contributing to small, locally owned businesses, while also feeling good about the choices they are making for the environment and the health of their babies."

While Bacher, who has two children, 4-year-old Brey and 2-year-old Cole, has been surprised that some Nashville day cares are unwilling to accommodate families who use cloth diapers, she's also discovered that with a little education, people are open to learning about new products.

"The biggest misconception people have about cloth diapers is that the products haven't advanced since the '50s," she says. "They think there is lots of folding, 'rubber pants' and safety pins. Manufacturers have developed mod-



CLAUDIA KAY PHOTO

Kelly Bacher purchased Smile Mommy! Diaper Service in 2011, after using the service for three months with her own child.

ern products that have revolutionized cloth diapering. The modern inventory is easy to use, effective, and very attractive and trendy."

Diapering services fill an important niche for parents who are committed to keeping disposables out of landfills, but are unable to launder their own diapers, or simply lack the time, and want the convenience of having it done for them.

Nashville's Jemina Boyd realized just what a precious

commodity time is for new parents when several of her friends had children.

"I noticed they wanted to feed fresh, healthy foods to their babies, but that making baby food can be time consuming — taking away valuable free time for their little ones."

What began as an effort to help nourish new families grew into a business in 2013, when she opened Chubby Bunny baby foods. All of the products are made with organic, fresh ingredients that are



SUBMITTED

All of Chubby Bunny's baby products are made with organic, fresh ingredients sourced from local farms when available.

sourced from local farms when available, and served in convenient 4-ounce freezer pouches.

Busy parents can even sign up for a monthly subscription service, with fresh baby food delivered right to their front door.

"I was thrilled to discover Chubby Bunny at the 12 South Farmers Market," says John Kesh, a father of twin boys, who stocks up on pouches to supplement his own home-made purees. "Any business that makes it easier for me to do the best I can for my babies is worth every penny in my book."

SOYOUNG

SCOUT features responsibly made clothing and items that are modern, but still playful and practical, like this Charlie Diaper Bag.



## SHOP LOCAL

### SCOUT

**Online:** scout-baby.com  
Check the blog for details about pop-ups and other events throughout the year. Personal appointments available.

**Details:** info@scout-baby.com; 615-292-7775

### SMILE MOMMY! DIAPER SERVICE

**Online:** smilemommy.com/wordpress  
Smile Mommy! delivers 100 percent cotton diapers to clients' doors each week. The service area includes Davidson and Williamson counties.

**Details:** info@smilemommy.com; 615-810-9113

### CHUBBY BUNNY FOODS

**Online:** chubbybunnyfoods.com  
Delivery available. Products also available at Hendersonville Produce, Green Door Gourmet and seasonally at 12 South Farmers Market and Franklin Farmers Market.

**Details:** orders@chubbybunnyfoods.com