

**Kalpna Solanki, Owner
BOBOBABY Inc.**

Thanks to Kalpna Solanki and her company BOBOBABY Inc., parents across Canada and the US can be sure that what they're feeding their children is healthy, pure and delicious food. Solanki's baby and children's food products, BOBOBABY and BOBOKIDS uses 100% organic ingredients to make fantastic tasting frozen and shelf-stable foods that are free of additives, allergens and artificial ingredients.

Like many entrepreneurs, Solanki's idea for the business came to her in 2003 when she discovered a need that wasn't being met by the current market.

"When I was pregnant with my daughter, there was no question about what I would feed her when she started on solid foods; I would prepare everything myself from the best quality organic ingredients. However, the few times that I had to resort to ready-made jarred organic baby food, I found that the quality and flavour were just not up to my standards."

After discussing this dilemma with others, she found there were plenty of other moms out there making their own organic baby food, because they too were disappointed with the options available for purchase. The seed for BOBOBABY Inc. was sown.

Solanki started the company after completing the British Columbia Institute of Technology's (BCIT) Entrepreneurial Skills Training program. Now in business for close to five years, she has been recognized for her successful business development by the very institution that helped her to get started.

Solanki received the prestigious Distinguished Alumni Award for Entrepreneurial Innovation from BCIT last fall. This award is presented annually to alumni who have stood out in their careers and community endeavours.

The President of London Drugs was at that very awards ceremony and recognized how great BOBOBABY and BOBOKIDS products are. Solanki's information was sent to the necessary people and now her BOBOKIDS Trail Mixes can be found in 72 London Drugs stores across western Canada.

The exciting news for BOBOBABY Inc. just keeps coming: "We also launched a brand of snacks called Munch Time," says Solanki. "These are going to be used by several Vancouver hotels and on private coaches travelling to Whistler during the 2010 Olympics! In early spring, keep an eye out for these snacks in vending machines!"

Even though Solanki is extremely busy growing BOBOBABY and developing new food products, she's decided to expand the business even further. Through her involvement with the Small Scale Food Processors Association and the BC Food Processors Association, Solanki found that one of the main barriers getting produce from the farm to the table is lack of processing space.

"We reviewed our manufacturing capabilities and decided to make our fully equipped processing facility in Burnaby available for rent," says Solanki. "We also have the ability to certify products as organic and/or kosher, our facility is peanut/tree nut free, and we have a small lab for some microbial testing."

Even though her business venture keeps her schedule full, Solanki still continues to contribute to the economic, social, and environmental prosperity of British Columbia. She was voted a 'Top Ten Innovator' by *Food in Canada* magazine, and she was recognized in the US publication *Progressive Grocer* for her development of an age specific, organic, and nutritious line of baby and children's foods. Furthermore, BOBOBABY donates products and a portion of revenues to the Vancouver Food Bank, United Way's Success by Six groups, and child-related programs of the Red Cross. Solanki also coaches her daughter's soccer team, sits on the board of the Small Scale Food Processor's Association, and is the Vice President of the Red Cross Lower Mainland Region Council.

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