



The Good Feeding Guide

Baby's 24 week
Flavor Training
& Complementary
Feeding Program



FRANCES MCGRATH

The start we all deserve starts here

Welcome to the Good Feeding™ Guide – your simple step-by-step eating plan introducing baby to the flavorful world of food. Each week you'll discover new and nutritious foods from our Go Well™ range, as well plenty of tips, tricks and advice, carefully created to satisfy each stage of baby's development and establish healthy eating habits.

We know you might approach this moment with some trepidation. After all, it can be an anxious and confusing time wanting to provide what's best for baby. But rest-assured, we're here to support you, and we're quite sure that after the first few steps you'll be feeling more confident and self-assured. All the while, our online team of experts are ready and waiting to answer any questions that pop up along the way.

From first spoons, right through to advanced flavors and textures – you'll be able to easily follow how you and your little one's path to establishing healthy eating habits will unfold.

We hope you've taken some time to explore the Good Feeding™ Resource Center (GoodFeeding.com) It's packed full of information that you can use alongside this guide to provide a more rounded in-depth understanding on everything to do with baby's nutritional needs.

Here we will focus on the **When, Why** and **How** to transition baby to solids. We are here to guide you along the way and welcome you to the Good Feeding community and family.

We're here to give
you what you need,
so you can give
your baby what
they need.



A green cursive signature of Frances McGrath.

Frances McGrath
Co-founder
Pediatric Nutrition



A green cursive signature of Phil McGrath.

Phil McGrath
Co-founder
CEO



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Getting Started

A Mother's Intuition

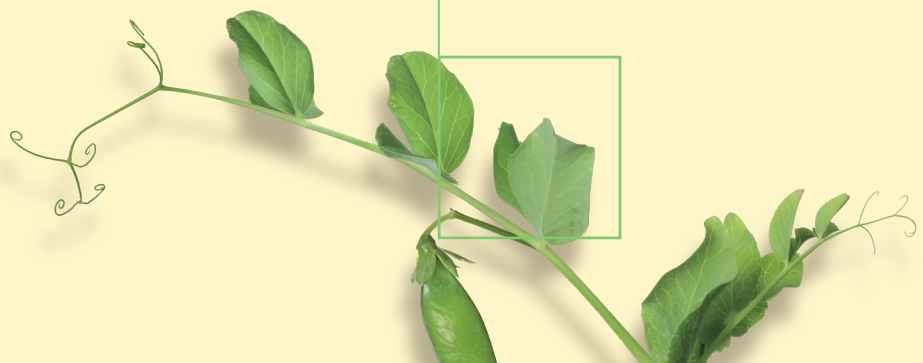
Remember, this is very much a guide. Your baby is unique and although we're here to guide you, do trust your maternal instincts a little. Some babies transition to solids with ease but for most it will take some time to get used to. There are no prizes for your baby completing the program in record time. It's much more important to establish that baby is comfortable with each stage rather than racing ahead.

The real key to the program is practicing responsive feeding. It is so important you let your baby guide you as to how much is eaten at any given sitting. Through-out the program we help you with the "what" it is your job to determine the "when" and it is baby's job to determine "how much". If you need a refresher on responsive feeding, head along to the Goodfeeding.com site and visit the Food Parenting section. Goodfeeding.com/food-parenting and check out the handy videos. Most importantly, this should be a fun bonding experience between you and your little one.

**So, let's
get started!**

Don't be
put off
by funny
faces, enjoy
them.

This is a
journey of
discovery
for both
baby and
you.



Building a solid foundation

Just like constructing a house, transitioning to the world of solid foods requires good foundations that are built to last. These key platforms are designed to develop a love and enjoyment of good healthy foods.

They are:

- Establish healthy eating habits from the get-go
- Create a healthy relationship with food
- Provide the nutrition to support rapid growth and development
- Optimize nutrition for brain development
- Build a robust immune system
- Minimize risks of obesity and diabetes

About Spout Pouches

You will notice that all Go Well™ food currently arrives in spout pouch packaging. These are not intended to be a direct feeding method. Learning to eat is a sensory experience and sucking straight from the pouch does not allow baby to see, smell and feel the food. Also, it can play havoc with emerging teeth and because it can be consumed so quickly it could override fullness cues, leading to overeating. The best way to go is to place the food in a bowl and

use a spoon and let baby use fingers to explore and experience all the wonders of food.

Storing and Serving

Just like your family's food it's very important to take care when preparing and storing baby's pastes and pouches.

Food Pouches

- Keep chilled at all times
- Remove required amount into a serving bowl, taking care to keep the spout clean
- Replace cap tightly and store in the fridge
- Safe if kept chilled for up to 48hr

How to Prepare

Heating in a warm water bath (preferred): place the required amount in the watertight vessel provided in Box 1 (or any small screw top container), then place into a bowl of warm water to heat through. Stir well to ensure the heat is evenly distributed. If using the whole pouch, you can place the pouch into the bowl of warm water. However, it is always best to then transfer the contents of the pouch into a bowl to ensure the food inside is evenly heated.

Heating in microwave: place the required amount of food in a microwave safe dish, set microwave to low power and use the shortest amount of time possible. It's easy to overheat food in the microwave which can destroy nutrients. The microwave may also create hot spots in the food so stir well and test before serving.



Food Storage

- Discard after 2hrs from removing from the fridge, or after heating.
- Open pouches can be frozen for up to 3 months – provided they haven't been heated and go in the freezer within 48hrs of opening.
- If frozen, remove from the freezer an hour before you are going to serve, then follow the heating steps earlier.
- If a small amount of liquid has separated from the puree, this is completely normal. At Go Well™ we don't use binders or thickeners in our foods so a small amount of liquid or juice can separate out. Simply stir back in before and, again after, heating.
- Go Well™ Baby larger portions reflect growing appetites but can be given over two sittings. Just be sure to only take what you require out of the pack before heating.

Nutrition Facts Panel & Serving Size

The Nutritional Fact Panel (NFP) is a label required on most packaged foods, showing what nutrients are in the food. These allow us to make quick, informed food decisions to help choose a healthy diet. However, we know that infants, especially when first transitioning to solid foods, are getting most of their nutrition from breastmilk or formula. This makes it very hard to predict how much, or the serving size, that your baby needs to, or will eat. As baby grows and becomes more reliant on solid foods

for nutrition, the NFP becomes more relevant. If you would like to know more about NFP's scan the QR code below.

Otherwise, the most important facts to be mindful of throughout this program are:

- The serving size indicated on the NFP is not a recommendation of how much baby should eat. Rather, this is the nutrition in the food if they were to eat the indicated amount.
- One pouch may contain more than one serving
- Most importantly, the NFP's are a guide only. Practicing responsive feeding (covered later in the program) is the utmost importance throughout the program .

Nutrition Facts	
1 serving per container	
Serving Size 1 Pouch (68g)	
Amount per serving	
Calories	80
	% Daily Values*
Total Fat 3g	12%
Saturated Fat 1g	
Trans Fat 0g	
Cholesterol 15mg	
Sodium 36mg	
Total Carbohydrate 9g	9%
Dietary Fiber 1g	
Total Sugars 2g	
Includes 0g Added Sugars	
Protein 4g	
Vitamin D 0mcg	0%
Calcium 15mg	6%
Iron 0.5mg	5%
Potassium 194mg	30%

For more information on how to understand Nutritional Facts Panels scan the QR code.



Goodness you can see

Most baby food products are prepared at high temperatures over long periods. Although this might ensure food safety it significantly reduces flavor, texture, color and most importantly nutrients. Go Well™ baby products are prepared using a unique thermal cooking process. This approach meets required safety standards and reduces heating time – preserving the vibrant colors, delicious flavors, natural textures and vital nutrients.



In Safe Hands

Good Feeding want to assure parents and caregivers that we go above and beyond to ensure all our Go Well food products are safe. We do this by independent lab testing of raw materials for heavy metals, glyphosate and arsenic. We also test finished Go Well food products, and we would never release a product that does not exceed FDA safety guidelines.

In addition, our organically grown ingredients are carefully sourced, and none of our products contain rice which is known as a source of high arsenic levels.

At Good Feeding, we know that caring for your baby's health and wellbeing is of the utmost importance to you. You can be sure that with Go Well you and baby are in safe hands.

Preserving the
vibrant colors,
delicious flavors,
natural textures
& vital nutrients.

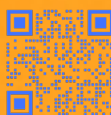
The Bonus Extra

Each week you will find in your box a 'bonus extra'. These will typically be a sample of what is coming up in your next box or a sample of fruit for you to try. These 'bonus extras' will not typically be included in your weekly schedule, rather they are for you to try (or even give to a friend to try) or to offer to baby at your discretion.

Getting Fruity

You might notice that in the first few deliveries, fruit is not included. This is intentional and important in the initial flavor training phase.

For more
information on
Flavor Training
scan the QR code.



From around 6 months it is ok to start adding some fruit into the diet. However, minimize the amount served (1-2 tsp), and ensure it doesn't replace meat and vegetables, as this is where the nutrition is. Bananas are an easy option but try to also include some more sour fruits. And remember, fruit, or any food, should never be used as a bargaining tool. Fruit, although a healthy choice (especially compared to over-processed sugar alternatives) is still a form of sugar. And a diet high in sugars (natural or otherwise) can play havoc with a developing metabolism, which if sustained can increase the likelihood of diabetes, heart disease, and obesity.





The Heart of Good Feeding

Flavor Training is at the heart of Good Feeding and the Go Well program. Flavor Training, not to be confused with complementary feeding, begins before baby needs nutrition beyond breast-milk or formula. Based on the six key flavor profiles, the Go Well program uses a 'window of opportunity' between 4 and 7 months, when baby is most receptive to trying new things for exposure and exploration without any stress associated with feeding.

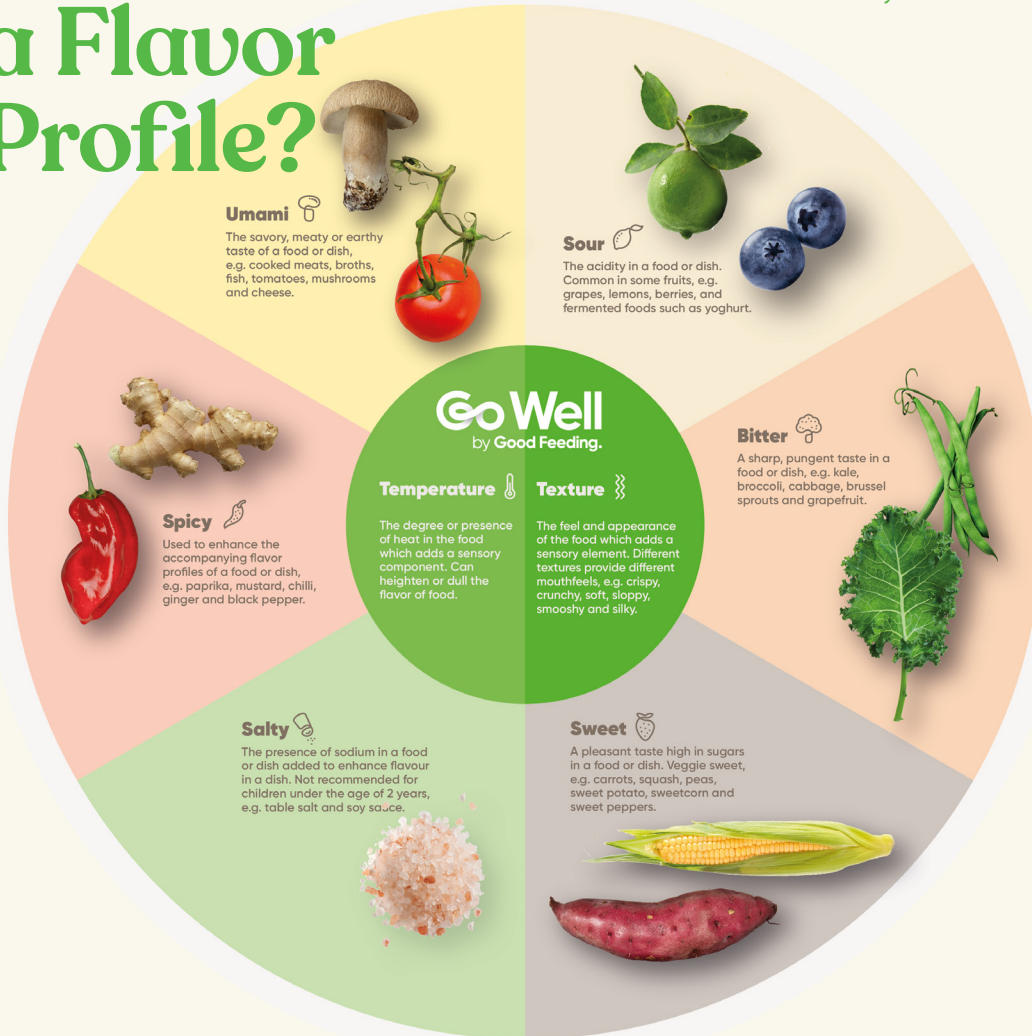
The Go Well program is much more than just a range of baby food. It's a complete 24-week guided feeding program designed to help form positive eating habits, exposing baby to different tastes and textures, delivered direct to your door. The Go Well six step eating program nurtures baby's flavor development as a unique approach to starting solids, delivering what's best for baby and providing peace of mind for parents and caregivers and guidance along the way.

Science shows that it is possible to 'train' a preference for vegetables within the first few months of exposure to food.



What is a Flavor Profile?

Go Well
by Good Feeding.



Every time we eat or interact with food, our taste buds, salivary glands, sense of smell, sense of touch, teeth and gums, all register and send signals to the brain.

An interpretation of these senses is what gives food a flavor profile. The more we can expose baby to all these different flavor profiles (not just the sweet!) over the next 6-12 months, the more we will foster confident and adventurous eaters and minimize feeding difficulties later on.

Over the course of the program we will include icons that will depict what flavors we are training for that meal and week. Hopefully, by the end, baby will be proficient across the whole of the flavor spectrum and well on the way for setting up those healthy eating habits for life!





Six Step Program

Provide baby the right foods, at the right time and you will have the knowledge and skills to deliver these foods in the right way.

Go Well[™]
by Good Feeding.

STEP	OBJECTIVE	BENEFITS & OUTCOMES FOR BABY	BENEFITS & OUTCOMES FOR PARENTS
First flavors 1	FLAVOR TRAINING	<ul style="list-style-type: none"> - Baby will be introduced to umami flavor, the first step in the Flavor Training journey. 	<ul style="list-style-type: none"> - You will gain an understanding of what Flavor Training is and its importance in shaping confident eaters. - You will be able to relax and enjoy this important milestone knowing this is all about the flavor experience and not about providing nutrition.
First tastes 2	FLAVOR TRAINING WITH THE INTRODUCTION OF A WIDE RANGE VEGETABLES	<ul style="list-style-type: none"> - Baby will be introduced to 7 different single vegetables spanning the flavor profiles of umami, bitter and veggie sweet. - Repeated exposure will help to promote familiarity and lifelong acceptance. 	<ul style="list-style-type: none"> - You will learn all about the different faces your baby makes and start to understand what each of these mean and how to respond accordingly. This is an important first step in developing your Food Parenting skills. - As this is still all about Flavor Training you will be able to relax and enjoy this new learning experience for the both of you.
First purees 3	COMPLEMENTARY FEEDING	<ul style="list-style-type: none"> - Nutrient dense foods will help to fulfil growing appetites and nutritional demands. - Baby's Flavor Training journey continues with vegetable forward meals. - Baby is prepared for textures with a gradual increase in the thickness of the purees and the inclusion of appropriate finger foods. 	<ul style="list-style-type: none"> - You will learn and become proficient in the feeding dynamic of 'you provide and baby decides'. This is the next important step in developing your Food Parenting skills. - You will have an approach to introducing appropriate finger foods. - You will have an understanding of the difference between gagging and choking and know what to do if either should happen.
First textures 4	TEXTURE DEVELOPMENT	<ul style="list-style-type: none"> - Baby will become familiar and willingly accepts a wide range of textures, important for promoting oral tolerance and speech development. - Baby will learn to respond appropriately to hunger and fullness cues, important for appetite regulation. 	<ul style="list-style-type: none"> - You will be knowledgeable and confident to offer a widening range of appropriate finger foods and textured purees. - You will become proficient in your own Food Parenting skills. - You are able to create a feeding schedule that works for you and your family. - You will feel confident in offering the first Go Well product that contains a potential allergen.
First herbs & spices 5	BROADENING THE BASE OF FLAVORS AND TEXTURES IN PREPARATION FOR FAMILY MEALS	<ul style="list-style-type: none"> - Baby is exposed to a range of new flavors and textures in preparation for their transition to the family table and the family meal. - Baby will become more confident with self-feeding and is able to self-regulate their own appetite. - Baby starts to understand that food is for nutrition, not to regulate emotions or cure boredom. 	<ul style="list-style-type: none"> - You will understand, and see, the benefits of involving all the senses. - You will start to see the benefits of including baby at the family table and the power of being a healthy role model. - You will be given the opportunity to reflect on your own Food Parenting journey through an insightful online tool.
First tastes of the world 6	FOSTERING ADVENTUROUS EATERS	<ul style="list-style-type: none"> - Baby is happy and confident to try new foods, flavors and textures. - Baby is becoming proficient at responding appropriately to hunger and fullness cues. - Baby is happy to join the family table and family meal. 	<ul style="list-style-type: none"> - You will feel happy and confident in transitioning baby to the family table. - You look forward to mealtimes as they are a pleasant family bonding time where everyone is happy to come to the table and free of stress. - Everyone is confident and happy in their roles within the feeding dynamic of 'parents provide and baby decides'. - You have the skills and knowledge to continue with providing the nutrition and the environment for positive food habits to thrive.



We're here for you



You've
got this!
Let's get
started...

goodfeeding.com

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The start we all deserve