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Fresh Baby Named One of Michigan's 50 Companies to Watch for 2026

Petoskey, Michigan — Fresh Baby, a Petoskey-based nutrition education company, has been named a **2026 awardee of the Michigan 50 Companies to Watch**, presented by Michigan Celebrates Small Business. The company will be formally recognized onstage at the **22nd annual Michigan Celebrates Small Business Gala** on April 22, 2026.

The Michigan 50 Companies to Watch award recognizes high-potential, second-stage businesses that demonstrate strong growth, innovation, and the capacity to make a meaningful impact in their industries and communities. Awardees are selected through a competitive nomination process and a rigorous due-diligence review conducted by judges from economic and entrepreneurship development organizations across the state.

For Fresh Baby, the recognition reflects more than growth—it affirms a long-standing commitment to public health and prevention.

“For more than two decades, our work has been focused on improving the health of Americans by improving the way Americans eat,” said **Cheryl Tallman, Founder and CEO of Fresh Baby**. **“This recognition is meaningful because it signals that prevention, nutrition education, and practical tools that support healthier choices are not only needed—they are worthy of recognition and investment.”**

Fresh Baby designs and delivers evidence-aligned nutrition education and physical activity tools used by public health programs nationwide, including WIC, SNAP-Ed, EFNEP, Head Start, schools, and community health organizations. The company's work supports healthier eating patterns and lifestyle habits across all life stages, with a focus on addressing diet-related chronic diseases such as obesity and diabetes.



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“This recognition truly belongs to our customers and partners,” said **Ricka Drennan, Director of Sales at Fresh Baby.** **“Their trust, collaboration, and commitment to improving community health make this work possible. We’re honored to support the important programs and professionals who use our tools every day.”**

The Michigan 50 Companies to Watch award is open to privately held, Michigan-headquartered second-stage companies with 6 to 99 full-time-equivalent employees and annual revenue or working capital between \$750,000 and \$50 million. Judges evaluate nominees based on employee or sales growth, sustainable competitive advantage, and other indicators of long-term success.

Fresh Baby will be honored during the Michigan Celebrates Small Business events held April 21–22, 2026, in Lansing, Michigan, including a Small Business Summit, Capitol Day, and black-tie awards gala. Additional information is available at michigancelebrates.org.

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About Fresh Baby: *Headquartered in Petoskey, Michigan, **Fresh Baby** is a nutrition education company dedicated to **Improving the Way Americans Eat**[®]. Its mission is to combat diet-related chronic diseases, including obesity and diabetes, by improving the overall health of individuals across all life stages. Fresh Baby designs practical, evidence-aligned tools that support healthier food choices, physical activity, and everyday decision-making, and partners with public health programs nationwide to make prevention accessible and actionable.*

About Michigan Celebrates Small Business: *The Small Business Association of Michigan (SBAM) Foundation is the managing partner of MCSB, under the direction of an advisory committee. The advisory committee includes the Edward Lowe Foundation, Kinexus Group, Michigan Black Business Alliance, Michigan Small Business Development Center, Michigan Rehabilitation Services, National Veteran Business Development Council, Small Business Association of Michigan and West Michigan Hispanic Chamber of Commerce.*