The purpose of this study was to examine the knowledge, behaviors, motivation, and barriers that rural low-income women experience in feeding their young children. Qualitative descriptive research was used to investigate the knowledge, motivations, and practices of these mothers. Four main categories emerged from interviews with the mothers: (1) what mothers want for their children and why; (2) challenges; (3) feeding strategies; and (4) sources of strength. A major finding was that the mothers very much wanted to do what is best for their children; they wanted to provide nutritious foods and role-model healthful eating habits in order to help their children avoid diseases such as diabetes, obesity, and cancer. Like previous research, the current study indicates that, for this sample of mothers, poverty and rural living intersect to create major challenges (e.g., limited financial reserves, long distances to grocery stores) that make it difficult for them to provide the nutritious meals they desire for their children.