

Alma Jordan

Agrikids



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Having grown up on a farm herself, Alma Jordan was aware of the dangers of farm life. But it wasn't until she became a mother that she fully realised the extent of just how dangerous farms could be — especially to young people.

Alma found that there was a lack of resources available to families and children of farmers and those living in rural communities.

Inspired to create a new approach to farm safety awareness, Alma began writing stories so children could have fun while learning about farm safety. She developed a series of books, and in June 2015, set up AgriKids; a farm safety educational platform to engage, educate and empower children to be farm safety ambassadors.

The Riverside Farm books are available on Agrikids.ie and in independent book stores around the country.

Three books have been published with the fourth in the series out after Christmas and the entire series to be completed by next year.

The response to the books has been overwhelmingly positive for Alma with 3,000 sold in nine months, and she was awarded silver in the Bank of Ireland Start-Up Awards this year. Since October 2015, she has carried out farm safety workshops to 2000 national school children in Ireland.

Alma found ACORNS rewarding and a great way to learn from other women in similar stages of their businesses.

She has ambitious plans in place to develop an interactive gaming app based on characters from the Riverside Farm books, and in the future, she hopes to host farm safety awareness days on her own family farm.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.