

Alma Jordan

Agrikids



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Alma Jordan set up the educational platform AgriKids to teach children about farm safety in a fun and interactive way. What started as a series of books called Tales from Riverside Farm, has now expanded into a multi-award-winning business.

Alma was inspired to create a new approach to farm safety awareness when she found that there was a lack of resources available to families and children of farmers and those living in rural communities.

Since launching in 2015, AgriKids has developed three books in the Riverside Farm series, an activity book, outdoor accessories, and a brand-new gaming app. The app which is free to download on Android and Apple allows families to play and learn about staying safe when on or near a farm.

Alma has also introduced further interactive elements to her website such as web-based games and activity downloads.

In July 2017, AgriKids signed a three-year partnership with Zurich Ireland which will see the AgriKids concept rolling out a national roadshow of events and workshops for rural communities all over Ireland.

In 2017, Alma received a business All Star Award for Female Led Business. In 2016, she received the regional and national Network Ireland Business Woman of the Year in the emerging business category; silver in both the Boots and Maternity Infant Awards; and the Bank of Ireland Start Up Awards.

Alma found ACORNS a great way to learn from other women in similar stages of their businesses. She has since partnered with fellow participant, Amy Sherwin of Popzle to develop a range of Pop'n'Play kits based on the characters in Tales from Riverside Farm.