

ACORNS

Accelerating the Creation Of
Rural Nascent Start-ups



Alma Jordan

AgriKids



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Alma Jordan created AgriKids in 2015 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 expanded into a multi-award-winning business.

AgriKids has developed three books in the Riverside Farm series, an activity book, outdoor accessories, a gaming app and web-based games and activity downloads. Alma is currently working with the National College of Art and Design on expanding the outdoor accessories range.

As part of a three-year partnership with Zurich Ireland, which involves a national roadshow of events and workshops for rural communities, AgriKids will stage a fully interactive workshop at this year's National Ploughing Championships. The partnership is on target to reach 12,000 children by the end of 2018.

AgriKids is working with Teagasc on a series of child-friendly farm-safety inserts to be circulated to Teagasc members and was recently asked by the IFA to participate in a safety-themed Fun on the Farm Day at Obama Plaza. Alma has also partnered on events with major agricultural brands such as ABP Foods and Glanbia.

Alma, who is based in Julianstown, Co Meath, found ACORNS great as a way to learn from other women in similar stages of their businesses.

She and fellow ACORNS participant Amy Sherwin of Popzle have since developed a range of five Pop'n'Play kits based on all the characters in Tales from Riverside Farm.

Alma won a host of awards in 2016 and 2017 and added to the accolades this year with an All-Star accreditation for social entrepreneurship at the Business All-Star Awards.

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