

Farmer's Choice goes beyond the plate with interactive activity book for kids



Farmer's Choice Marketing Coordinator Kitisheanna Williams with a student from the Deacon's Resource Centre Camp. (BB)

Farmer's Choice is serving up more than great food — it's now delivering fun and learning too, with their August 18 launch of its first-ever activity book, **The Wonderful World of Farmer's Choice**.

The launch followed an exciting back-to-school summer camp tour, staged as part of Farmer's Choice's **Doin' De Most Back-to-School** campaign. The company partnered with the Ministry of Youth, Sports and Community Empowerment to share the book with children at the Cave Hill Montgomery Pavilion Summer Camp, the Deacons Resource Centre Summer Camp, and the Eagle Hall Primary School Camp.

Campers not only received their own copies of the book, but also enjoyed sampling Farmer's Choice chicken nuggets and taking part in fun games and activities.

The project was the vision of Kitisheanna Williams, marketing coordinator for Farmer's Choice Food at HIPAC, who explained that from the moment she joined the company two years ago, she wanted to bring the Farmer's Choice characters to life and create a mascot for the brand.

"If you look at our logo, there's a farmer at the centre. I really wanted to expand on that idea and give Farmer's Choice a mascot and characters that people could connect our brand to," Williams said.

Working alongside design agency IDS Creative, the team developed a cast of fun and relatable characters to represent each product: Hamilton the Pig for pork, Chickadee the Chick for chicken, Mooesha the Cow for beef, Calvin the Carrot for veggies, Finn the Fish for seafood, and Farmer Frank, the farmer at the heart of the brand's logo.

After introducing the characters at **Agrofest** last year, Farmer's Choice decided to take things a step further with the creation of a colourful activity book. Filled with mazes,



Students from the Montgomery Pavilion summer camp also got to sample Farmer's Choice nuggets during the Doin' De Most Campaign. (BB)

puzzles, maths and grammar activities, drawing, and colouring pages, the book blends fun with education and offers something enjoyable for both children and adults.

The Wonderful World of Farmer's Choice is now available for \$9 at **Barbados TODAY**, Building #6, Harbour Road.

As a bonus, every purchase of Farmer's Choice nuggets—chicken, pork, or veggie—at a sampling session comes with a free copy of the activity book.

(BB)

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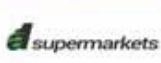
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