



Photos by Darin Beck Photography

# Farmer's Hat Productions

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## Empowering. Educational. Engaging.

Farmer's Hat Productions is committed to "Growing Kids Through Diverse Learning Experiences." Their unique Bur Bur & Friends line of award-winning children's books and products was designed to build kids' self esteem while teaching them about being active through sports and outdoor exploration. The company has also worked to create awareness about physical/health challenges that some children face, and to teach kids about real-life experiences.



JoAnne Pastel and Kacie Fitzsimmons



## Q&A

### What makes your business unique?

Farmer's Hat Productions was created to fill an unmet need for young children by providing resources that expose them to the diversity of the real world on many levels.

### What would you like customers to know about your business?

It's more than a business... it's a passion. We are devoted to creating teachable moments for children, and building their self-esteem as they identify with and relate to our characters.

### What is the best advice you've been given?

Follow your passion. Don't be afraid of rejection or of asking for help. Be persistent and have follow-through.

### What or who inspires you?

Our characters are based on real-life children, including our own. As they learn, so do we! They teach us what really matters, which gives us the motivation to keep pressing forward.

### What do you CRAVE?

For our efforts to make a difference in the lives of children and families.