

Herbert spreads the word

Jamie First

A disconnection between children and their understanding of the origins of the food they eat gave Bianca Ross an idea.

Drawing inspiration from her hobby farm in the Goulburn Valley, Bianca decided to try her hand at writing a kid's book.

With nearly two decades' experience in advertising and marketing, she determined that education was key.

The result is *Herbert Peabody and His Extraordinary Vegetable Patch*, which tells the story of a farmer who grows fruit and vegetables.

"In today's face-paced world with video games and phones, children aren't aware," said Bianca, who owns 63 hectares of olive trees and cows.

"I want to teach them an appreciation and a valuable life skill."

The 36-year-old said there was plenty of information for adults about how to produce their own edible garden, but not for littlies.

"Studies have shown that if children get involved with growing and preparing fruit and vegetables at a young age, they're more likely to try different food.

"So I saw an opportunity to inspire kids to grow their own food through having someone they could identify with."

The focus of the book is on Herbert's niece and nephew, Clementine and Digby, whom he teaches the importance of environmental sustainability, showing that producing food can be fun and rewarding.

Bianca said it's just the first book of many.

"The second will be released at the end of this year, but there are at least three more on the way."

Herbert Peabody and His Extraordinary Vegetable Patch, published by Farinet, will be available in stores on May 1 for \$18.95.

For more details, visit herbertpeabody.com.