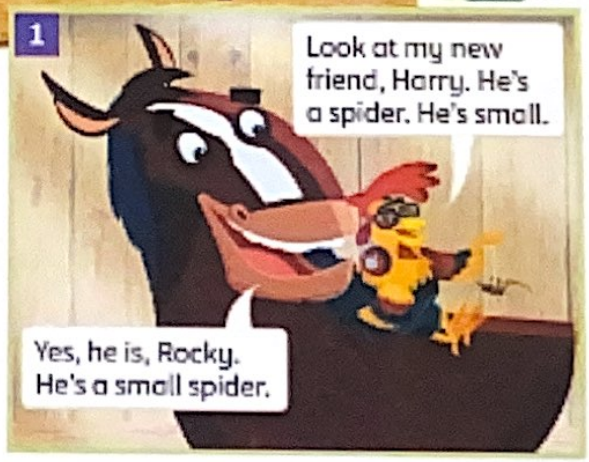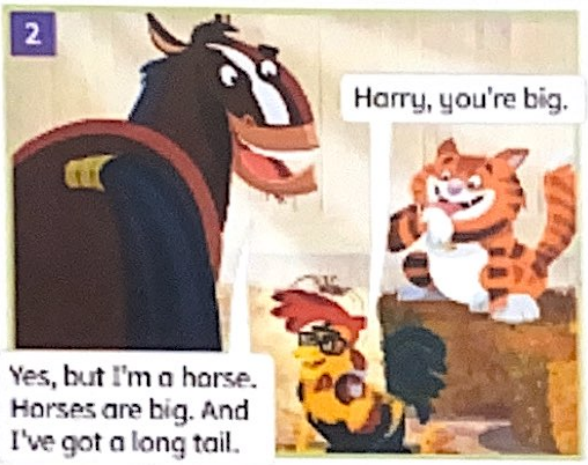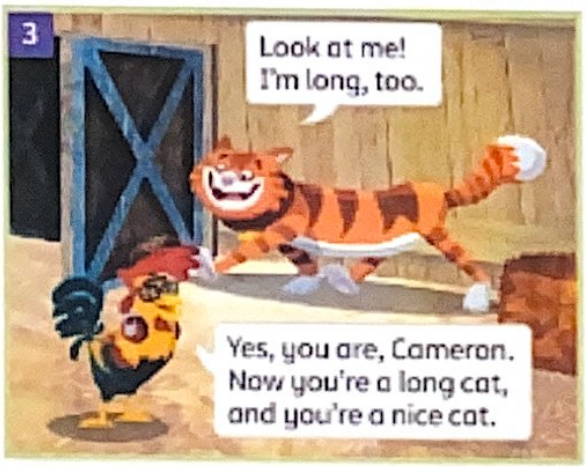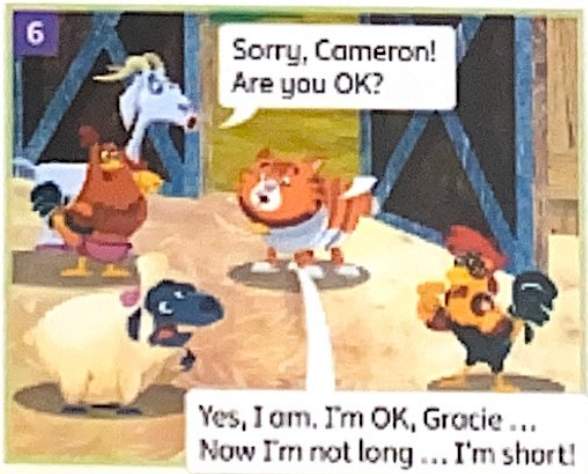The Friendly Farm