# EVERY POPPY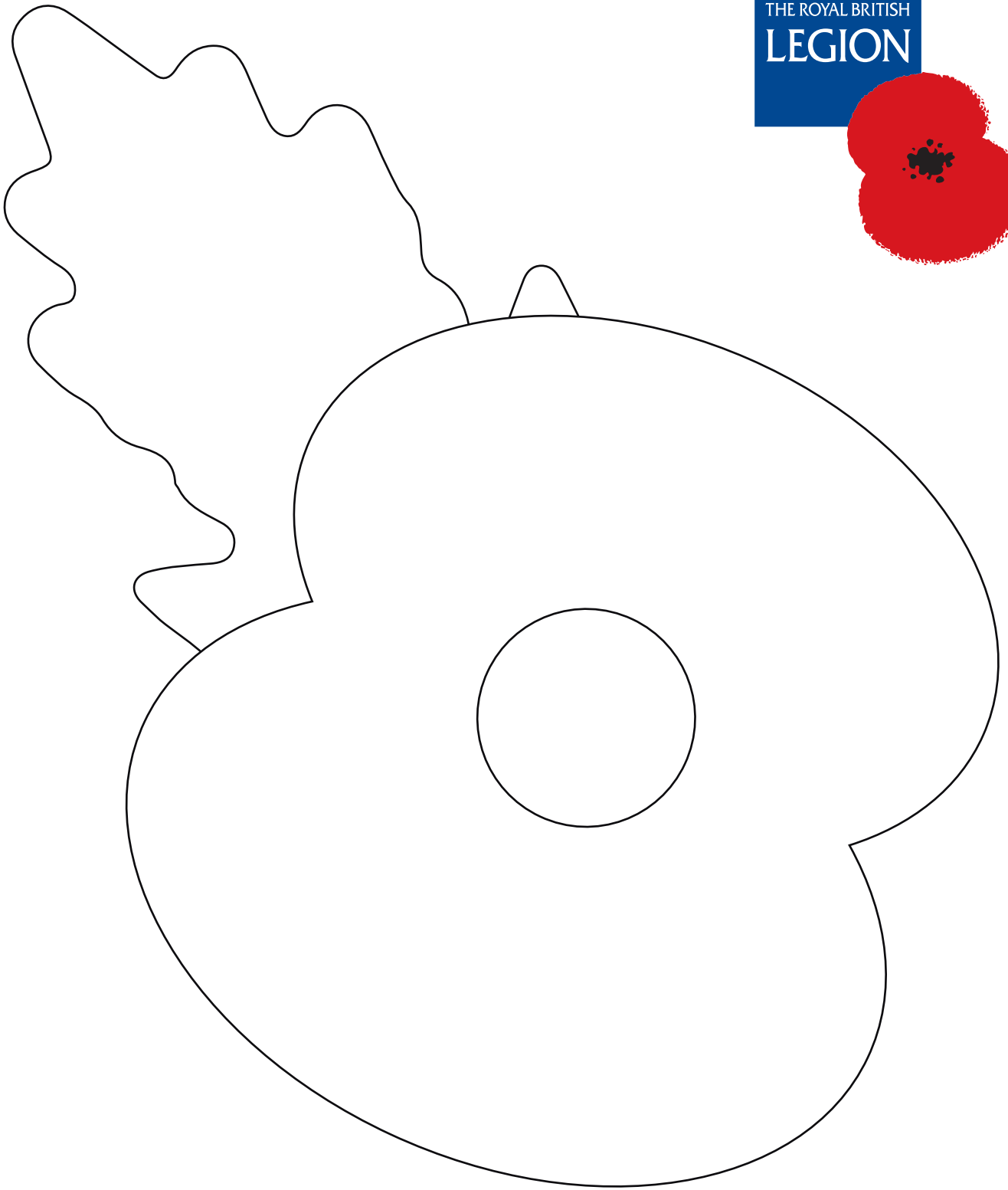 COUNTS