

Kylie Magner

Magners' Farm



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With just 10 hens, Kylie Magner started her own pasture-raised egg business and now, a year later, people flock to various Farmers' markets around Tipperary every weekend to get their hands on Magners' Farm eggs.

Kylie, who grew up on a farm in New South Wales, first landed in Tipperary in 1998 to work with Coolmore Stud. Having worked in various marketing and equestrian roles in Sydney and Japan, she soon worked her way up to media director.

During this time, she met her future husband Billy and in 2009, the couple moved back to Australia where Kylie set up her own advertising agency.

After seven years, the couple felt the pull back home and, in 2016, with their four children they moved to a former dairy farm in Fethard where Kylie would hatch the idea for Magners' Farm.

Some 600 hens now flock Magners' Farm, which include a mixture of heritage breed hens and hyline hens.

Since launching her egg business in 2017, Kylie has diversified with two other products: pasture-raised chickens grown to 16 weeks, as well as a chicken bone broth, which is a finalist in the 2018 Blas na hÉireann Irish Food Awards.

Kylie was incredibly grateful for the support she got through ACORNS. Her hands are full running the farm, but ACORNS has helped her to stay focused on the business side.

Magners' Farm has come a long way since Kylie bought her first ten hens and she is keen to keep expanding the business. This includes employing people to help around the farm and, of course, more hens!