

## Norma Dinneen

### *Bó Rua Farm*



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The award-winning creamy milk that comes from the cows grazing on the lush grass of Bó Rua Farm is now being crafted into a range of award-winning farmhouse cheeses.

The Dinneens have been farming at Bó Rua Farm in Ballynoe, Co. Cork, for generations. The farm's name was inspired by their Montbeliarde cows, also affectionately called the red cows, or Bó Rua in Irish. The breed is renowned for the quality of its milk and is linked to traditional cheese making.

Norma, an electrical engineer, returned to UCC in 2014. She combined her passion for fine food with lessons learned whilst studying for a Diploma in Speciality Food Production. After completing professional farmhouse cheese training at Teagasc and at the School of Artisan Food, she set about developing Bó Rua Farm's traditional but innovative cheese recipes.

After much trial and error, Bó Rua Farm cheddar was born and in its first year of production won bronze at the Bord Bia Irish Cheese Awards in 2015. Two flavoured varieties were added - 'cumin seeds' and 'tomato and herbs' - and launched through SuperValu's Food Academy programme in 2016.

Norma felt her participation in ACORNS was very valuable, as a female entrepreneur who completely changed career to return to her farming roots to set up her new business.

Norma and her husband Tom were honoured to win Best Micro Cheese Producer 2017 at the Artisan Cheese Awards in the UK. They have big ambitions for Bó Rua Farm and aim for it to become one of Ireland's leading farmhouse cheese brands.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*