

## Sarah Hannon

### *RiRaw Healthy Pet Treats*



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Deep down Sarah Hannon always harboured a desire to start her own business – but never did she think it would end up being in the dog treats sector.

The Hannon family adopted a dog called Mr Fitz who they fell in love with. They nicknamed him ‘our hairy heartbeat.’ Sarah and her family fed him the usual treats available on the market but after he died in 2014, they realised that perhaps these foods didn’t help his health. And so, they started to do some research.

Quickly Sarah discovered that there was a complete shortage of raw and natural ingredients in some of the most well-known dog food products on the market in Ireland.

She spoke with Dr. Conor Brady, a dog nutritionist who advocates fresh food for dogs, and realised that dry meat treats were much better for dogs. And RiRaw Healthy Pet Treats was born.

Today the company sells dried meats and four jerky products. Recently two new treats for dogs focussing on chewability were launched.

A multi-million-euro continental and global sector the Dog Treat area is fast-growing and RiRaw Healthy Pet Treats is ideally placed to expand – already they are making inroads in Germany and Switzerland.

All the meat used is sourced locally in the Cavan area with Irish meat producers supplying additional ingredients.

Through the ACORNS programme Sarah was able to develop more focussed financial and forecasting skills and the positive can-do energy which envelopes each session has had a corresponding impact on her business.

She went on to complete the New Frontiers programme and now feels well placed to grow her exciting business even further.

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



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine