

Anne Marie Feighery

Feighery's Farm



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Having grown up on a family farm, Anne Marie has always had a passion for all things health, food and exercise.

The inspiration for her healthy beetroot juice came from her father who was on the hunt for it after coming across numerous articles highlighting the many health benefits, including lowering blood pressure.

After discovering that there were no Irish-made (high-content beetroot) beetroot juice options, Anne Marie got to work in 2018 creating her own and had a saleable product on supermarket shelves within nine months.

Anne Marie has successfully grown her business and built a relationship with over 150 stockists in less than 18 months. She attributes this to her fantastic support network and the focused and inspiring women that she met through the ACORNS programme.

The antioxidant and nutrient rich juice is made up of just two natural Irish ingredients: homegrown Offaly beetroot (70%) grown by Anne Marie's father and brothers on the family farm in Kilcormac, Co Offaly and Tipperary apples (30%).

Based in Kilcormac, Co Offaly, Feighery's Farm Beetroot Juice has already made a name for itself with a 2019 Blas na hEireann award for taste and coverage in the national media, including a feature on RTÉ One's Ear to the Ground.

The future is bright for Anne Marie, who aims to keep steadily growing the business and to make Feighery's Farm Beetroot Juice available around the length and breadth of the country. Anne Marie is forecasting extra help will be needed this coming harvest season and has launched a new e-commerce function on the website, which will enable customers to buy the juice online.

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