

Kylie Magner

Magners' Farm

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With just 10 hens, Kylie Magner started her own pasture-raised egg business and now, 3 years later, Kylie has close to 1000 hens and Magners' Farm eggs are eaten in homes and cafes all across Ireland.

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.

Since launching her egg business in 2017, Kylie has diversified with a chicken bone broth, which won the coveted Chef's Choice in the 2018 Blas na hÉireann Irish Food Awards and a Gold Star at Great Taste (UK) 2019.

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 which continues today through the support of her fellow ACORNS.

Magners' Farm has come a long way since Kylie bought her first ten hens and she is keen to keep expanding the business which includes incorporating a self designed mobile hen house which will increase hen numbers to meet the high demand whilst increasing the soil fertility.

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