

## Máire Griffin

### OrganiGo Ltd



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# OrganiGo

When Máire Griffin moved home from living in the UK and doing some travelling in 2018, she realised two things: she did not want to work for someone else and she wanted to live in north Kerry.

Máire, who has a BSc in Food Science and Health and a Masters in Food Law, had a background working in food factories and with an organic wholesaler and distributor in the UK.

She realised there was no certified organic processor in Ireland bringing ready to eat organic vegetables to the retail market, so she started to investigate the market opportunity in early 2019.

A lot of research and business planning went into the creation of OrganiGo, which supplies certified prepared organic vegetables to the retail and food service market.

Máire set up a limited company in September 2019 and, after finding suitable premises, she started manufacturing in August 2020 in a purpose-built facility in Abbeyfeale, Co. Limerick, not far from her home in Larha Asdee in Co. Kerry.

OrganiGo is the only organic prepped vegetable company in Ireland. The company is environmentally conscious. All packaging is biodegradable and OrganiGo is aiming for a zero waste to landfill and a circular economy certificate by 2022.

A highlight so far for Máire – apart from building her own facility! – was being accepted onto Enterprise Ireland's New Frontiers programme and ACORNS. She believes that ACORNS motivated and inspired her to keep going and to believe in herself and her business.

OrganiGo Vegetable Noodles are now stocked in a number of SuperValu's in Kerry and Limerick, as well as Neighbourfood markets in Killarney, Limerick, Ennis and Tralee.

Máire is currently working on a Cork Route for May 2021 and plans to expand the UK product range by late 2021.

*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