

Caitríona Cullen

Cullen Nurseries



CONTACT DETAILS

T: +353 85 7762634
E: info@cullennurseries.ie
Instagram: @cullennurseries
www.cullennurseries.ie



Caitríona Cullen says she didn't choose to start her business at her home in Hacketstown, Co Carlow, in the middle of a pandemic – the pandemic chose her.

Having left her role as a quality assurance manager in the food sector in 2019, Caitríona was working part time while raising her family when Covid-19 struck, and her job stopped. Caitríona considered what work she could do at home without disturbing her children's routines too much.

As her husband Robert has a nursery that he runs for six months of the year, Caitríona realised she had the infrastructure in place to make Cullen Nurseries a full-time, year-round business that worked around family life.

Cullen Nurseries grows and supplies native trees and hedges to a customer base of farmers, homeowners and community groups across Ireland. Caitríona says it became evident during the first Covid-19 lockdown that there was a huge shift to online sales and that people would invest in their homes and gardens because they could not go anywhere else.

She began trading in June 2020 by putting pictures of products on Instagram and Facebook. Caitríona then got funding to develop a website for the business and was accepted onto the ACORNS programme.

Caitríona said ACORNS was particularly beneficial in building confidence as women in business and mothers trying to juggle many different aspects of modern life could suffer from impostor syndrome. She says it was great to have a safe space to express ideas or concerns and get feedback.

Over the course of the next year, Caitríona wants to create one full-time role – she currently has one part-time employee – and increase her stock by 200 percent. She is determined to keep the business growing at a pace she can control, so that it doesn't infringe on family life.

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