

Mairead Guinan

Neighbourfood Tullamore



CONTACT DETAILS

T: +353 86 8388497

E: neighbourfood.tullamore@gmail.com

Facebook: @neighbourfoodtullamore1

www.neighbourfood.ie/tullamore



Mairead Guinan grew up on a farm, studied microbiology and worked in quality improvement for healthcare, so knows the effects good, local food has on your body – and the environment.

She started Neighbourfood Tullamore as she believes in people eating 'real' food from local growers to improve their health, the environment and support the local economy.

As a concept, Neighbourfood, which started in Cork in 2018, is simple. You shop online for local products and pick them up on a specific day at a local venue.

The producer gets 80pc of sales, while Neighbourfood and Mairead receive 10pc each, so it raises all boats. It also gives producers access to a wider customer base, without having to invest in an online platform.

After stints in Australia and Switzerland, Mairead worked in Dublin in quality improvement for healthcare. She moved back to her family farm on the outskirts of Tullamore in late 2016.

She worked with a construction company and a recycling firm before deciding to go it alone. Mairead completed a Start Your Own Business course with her local LEO and opened Neighbourfood Tullamore in October 2020.

One of the benefits of the Covid pandemic is that people want to buy and support local. But while being local, Mairead's business is now connecting with a global audience and has had orders from people in Australia, the US and beyond ordering for friends and family.

Mairead found ACORNS was a great way to connect with other farm-based businesses and found that the honest sharing of good and bad news was extremely helpful. She feels that the entrepreneurs are cheerleaders for each other and are stronger together.

Mairead is currently in negotiations about opening a second location and hopes to add staff members as demand increases.

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