

## Niamh Maher

### *Aghaboe Farm Foods*



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Niamh Maher always had a love of baking and some of her happiest childhood memories are of helping out in the kitchen at her family farm in Laois.

She developed her artisan bakery business — Aghaboe Farm Foods — from that same 200-year old family farm in the Pike of Rushall, surrounded by the lush Laois countryside.

Niamh started out baking celebration cakes and other treats for family and friends and then it turned into a hybrid of a hobby and a business.

In July 2018, Niamh made the transition from hobby to full-time business and took some LEO courses to get her started. She has since won several Blás na hEireann and Great Taste Awards.

The artisan bakery specialises in traditional baking with modern flavour combinations. Niamh makes everything by hand; not using any pre-made mixes or artificial flavours, and sources almost all ingredients locally and sustainably.

Due to Covid-19, Niamh was no longer able to sell her products at farmers markets so she created an online presence for the business.

This has opened up her market beyond Laois and she is now fulfilling orders from across the country. She believes online is the future as attitudes to shopping have changed so much as a result of the pandemic.

Before joining ACORNS, Niamh had heard lots of positive things about it from previous participants. She was delighted with how the programme supported her grow her business during the height of the pandemic.

She benefited from working in a group and hearing how other business owners had resolved issues she was also facing as well as bringing accountability to her business goals.

As well as growing online, Niamh has plans to establish a cookery school on the farm and get involved in the agri-tourism sector.

***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,  
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