

Rita Maunsell

WAWETS



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In 2019, Rita Maunsell and her family sold their home in North Kerry to fulfil a life-long dream of owning a dairy farm. They relocated to Athlacca, Co. Limerick, where over the next year they worked hard and invested in building up a dairy enterprise.

In 2020, Rita began working on the farm as Covid hit the country and she was forced to temporarily close her hairdressing business back in Co Kerry.

“This is when I saw a gap in the market for female waterproof protective clothing. I couldn’t find anything that fitted me properly and that I felt comfortable in,” she says.

“Over the next year I started to sketch out designs and with the help of a professional designer and a manufacturer in Asia I launched my company WAWETS in August 2022 offering waterproof protective clothing to females in the agricultural sector.”

Talks with major retail outlets are ongoing but Rita is hopeful of a major announcement involving an agribusiness giant in the near future. She hopes, too, to expand her offering beyond milking bibs to include coats, hats and bib and braces. For now her collection is available through her website.

Rita believes ACORNS was fundamental to the development of WAWETS, having the influence of her Lead Entrepreneur and peer group.

“I have been in business for 20 years but I didn’t realise what business was really about until I joined ACORNS. I was so enlightened just watching how other people operate. The targets hold you accountable and you have to make progress. ACORNS gave me the confidence and direction,” She says.

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