

Catherine Kinsella

Saltrock Dairy

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Catherine Kinsella's customers often remark on the difference in the taste of milk produced on her dairy farm and the name brands sold in her local supermarket.

The disparity, she believes, is due to processes involved in industrial scale milk processing– a level of interference that she believes is incompatible with the simplicity of the quality product being produced on almost every dairy farm in Ireland. A growing dismay at this state of affairs inspired Catherine to set up her own independent dairy food company, Saltrock Dairy, at her home in Gorey, Co. Wexford, in October 2021.

“My husband, Paul, is a dairy farmer and together we produce non-homogenised, pasteurised milk and sell direct to the customer using self-vending machines. Our machine is transported by mobile trailer to locations around Gorey so customers can come and fill their bottles. It's fully sustainable as it cuts out all the packaging and is completely waste-free,” says Catherine.

After selling more than 35,000 litres of milk and claiming Green Business of the Year honours at the Gorey Business Awards, Catherine has already outperformed her first-year targets. However, rather than advance on the national dairy market, her commitment to sustainability and support for the local economy means that she would instead prefer to forge a pathway for independent producers elsewhere.

“We aren't looking to become a nationwide distributor of milk. It's a local product, sold locally. Our hope would be that we demonstrate that the business is viable so that others might do the same in their own counties right across Ireland,” says Catherine, who hails ACORNS for providing practical support for the development of her business.

“The roundtables were excellent. You could throw out any idea and there was so much positive energy in the room that it automatically seemed plausible,” she adds.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



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