

Aoife Keogh

The Grazing Goat



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Aoife Keogh set up her business, a small, family run farm shop in Rockcorry, Co Monaghan, in December 2022.

Originally from Bray in Co Wicklow, Aoife and her husband moved from a small townhouse in Bray to a farm in Rockcorry in 2021 because they wanted more space for their eight children to play in.

The couple spent the first year restoring their new property, and Aoife then decided to set up The Grazing Goat to help make the farm economically viable and to have an outlet for the produce they were making.

The family keep goats, pigs, chickens and sheep on their 30-acre farm, and The Grazing Goat sells their own rare breed meats and goats' milk while also supplying produce from other local producers.

While neither Aoife nor her husband are from a farming background, Aoife had previously run her own children's clothing business.

She started The Grazing Goat by making products and selling them to shops before opening her own shop and café in Monaghan town. However, there was an issue with the premises, so she moved the business online.

Aoife says she is inclined to be a bit scatterbrained in terms of constantly moving from one task to another and that the ACORNS programme helped her to focus her attention on the nitty gritty of the business. She says the support of their Lead Entrepreneur and the other women in her group was invaluable.

Her plans for the future of the business include further developing the website to realise its full ecommerce potential and to get a new premises. Aoife is looking into the possibility of setting up the shop and café on their farm if she can resolve some logistical issues with access for customers.

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,
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