

## Áine Farrelly

*URBÓ Milk*



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Meath native Áine Farrelly had recently left her role of 23 years as an accountant when an opportunity came her way to co-found her own business – Four Acre Foods.

Áine, her brother Pat and two other partners set up Four Acre Foods as the company behind the production of URBÓ Milk and started trading in June 2023.

URBÓ Milk is a high protein milk made from all natural ingredients, which is high in vitamin D and low in added sugar. The product was brought to the market as an alternative to some of the high sugar and unnatural ingredients used in other protein drinks.

The concept came from Áine's brother, a sixth-generation farmer, whose highly active young adult children were very focused on their protein intake but were taking on protein in ways that weren't particularly healthy, so he started looking at how the milk he produces could be used as a base for healthier protein drinks.

After conducting market research, they worked with Teagasc to see how to develop a product they could put in a can that would have sufficient shelf life to become a viable export product.

The partners set up a production facility in Trim, Co Meath, where they now employ two staff.

URBÓ Milk is available in 120 stores in the northeast of the country including SuperValu, Centra and Spar stores.

Áine says she found that the ACORNS programme was a great confidence booster and networking opportunity. "The biggest thing was the confidence. Unlike a lot of other programmes I've done, it's very much a peer-to-peer group and with that came a camaraderie and a support network that was quite powerful," she says.

Áine's plans for the future of the business include sourcing funding support for new product development and investigating new markets.

*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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