

## Aine Kinsella

### *Tara Hill Flowers*



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It was 3.30am when Aine Kinsella had her lightbulb moment about changing her life.

She was leaving her warm bed to drive to Dublin from Wexford to fly to Birmingham for work, knowing she would not be home until 10pm.

With two small children and a husband who also had a demanding job, Aine felt things couldn't continue. She began researching and soon was sowing seeds on the sloping hillside of their farm and Tara Hill Flowers began.

After studying Agricultural Science, Aine spent 20 years in Ireland and then Norway, working in the food industry. Back in Dublin, she set up her own consultancy business before the family bought their Wexford home with 2.7 acres close to where Aine grew up.

Aine was still working in the consultancy business so was travelling a lot and working long hours. This is when she had her 3.30am lightbulb moment.

She always wanted to work on the land so, after doing courses in flower growing, she bought her first polytunnel in January 2020.

With help from the local LEO, she established her website and her first bouquet sold in June 2020. Joining ACORNS gave Aine access to a network of business women and her Lead Entrepreneur was empathetic to the challenges of running a business during Covid.

Today Aine has a thriving business in rural Co Wexford growing flowers and foliage for a broad range of customers. Weddings, workshops and corporate events are a speciality.

Her aim is to work with couples a year ahead of their weddings to plant and grow specific flowers for their big day, making it truly unique. Tara Hill Flowers has now established a reputation as one of the top floral design studios and flower farms in the south east.

***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