

Eimear Nally

Bonny Bó Milk

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Eimear Nally set up Bonny Bó Milk on her family farm in Athlone, Co. Westmeath, to provide fresh, unhomogenised and locally produced milk to people at an affordable price.

Eimear is an agricultural science graduate from UCD and a former milk advisor with North-West agrifood co-operative Aurivo. She began trading in May 2023 following the development of a state-of-the-art pasteurisation room on a greenfield site on her land.

“We built it ourselves. The investment was significant – around €160,000. We set up a retail unit at the house but that didn’t work, so we moved it closer to the main road to get the passing traffic. We sell up to 600 litres a week, but we want to sell 800,” says Eimear, who runs the business with husband Francis and children Aaron, Killian, and Mia.

Eimear explains that milk sold in supermarkets and other large retailers is homogenised, a process which involves emulsifying fat in milk to prevent the cream from separating. This ensures that milk remains fresh for longer. Bonny Bó Milk, in contrast, is sold fresh from the farm on the day that it is processed.

She adds: “The milk from the shop might come from 20 different farms and is homogenised so it will all look the same and last longer. Bonny Bó Milk is completely fresh, nothing added to the milk or taken away.”

Eimear hails the ACORNS programme as key to the development of the business, highlighting the ready access to a network of professionals from a range of disciplines and fields of expertise as a particular advantage of her participation.

“The programme brought together 60 women from all walks of life, with different experiences and perspectives. The support network is fantastic and really gives you confidence that no matter what happens, someone has the knowledge to help you overcome it” she says.

