

## Olivia Morrissey

*Rostellan Farm*



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ROSTELLAN  
FARM



Olivia Morrissey and her husband Joe opened the doors to their farm shop in the coastal village of Rostellan, near Midleton in Co Cork at the beginning of September 2022.

The farm has been in Joe's family for three generations and Olivia also comes from a farming background in the locality.

Before starting the farm shop, Olivia had spent 12 years helping on the farm and rearing the couple's four children. She previously owned a bridal shop for five years in Midleton but left it in 2012 when their second child was born.

So, when she started to cast about for ideas to bring an extra income stream into the farm, Olivia did not find the process of starting a business daunting.

Rostellan Farm is a working dairy farm with a farm shop and café providing local food and farm tours, but it all started with milk.

Olivia installed a milk vending machine at the farm gate to sell their pasteurised non-homogenised milk directly to customers in the belief that they would get a much better price per bottle.

Her instincts proved correct and realising that other farmers and artisan producers in the locality were also feeling the pinch, she broadened the offering to include bread, eggs, vegetables and fruit.

The couple converted an old stone building to house the shop and café and the business has thrived ever since. It now employs four fulltime and three to four parttime staff – depending on seasonal requirements.

Olivia says the ACORNS programme was amazing because participants were immediately immersed in a strong and supportive community who always had each other's best interests at heart.

She plans to build a larger milking parlour to increase production, and the space made available by moving the parlour will be used to expand the farm shop.

