

Cassie McCarthy

Lúnasa Farm



CONTACT DETAILS

T: +353 87 352 6663
E: hello@lunasafarm.ie
Instagram: @lunasafarm
www.lunasafarm.ie



Australian-born Cassie McCarthy grew up in the suburbs of Sydney and from a young age, she was interested in food and agriculture. Having completed a livestock apprenticeship in New York in 2013, Cassie volunteered on organic farms across Europe before returning to Australia to take up a similar full-time role near Byron Bay.

It was there that she met her husband, Nick, a native of County Clare with a shared passion for food and farming. While Nick developed skills in animal rearing and butchery, Cassie pursued a qualification in Food and Nutrition, specialising in food science and human nutrition at La Trobe University in Melbourne.

The couple decided to move to Ireland, launching their new business – Lúnasa Farm on their family-owned land in the small village of Quin. Renting a small, former butcher's unit in the local area was an important step on their business journey, selling meat boxes directly to consumers. Four years later, they now offer a range of products made from scratch on the farm including free-range organic pork and grass-fed beef. Their shop opens two days per week, complementing their expanding online offering.

A central part of their business' philosophy is their 'nose-to-tail' approach, ensuring every part of the animal is used. Products contain real ingredients without additives or nitrates, while the business also supports other local farmers, purchasing livestock directly from them.

The quality of their products has earned repeated gold awards at the Blas na hÉireann Irish Food Awards, while the business also received the Irish Food Writers' Guild Environmental Award.

Cassie credits ACORNS with helping her set goals, remain accountable and build valuable connections. Looking ahead, she hopes to expand production, bring charcuterie manufacturing in-house and develop an educational space on the farm for workshops, pop-ups and experiences centred on food and food production.

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