



DRUMANILRA ORGANIC FARM

What is Drumanilra?

- We're an Organic Farm with Dexter Cattle, Mixed Livestock and a Market Garden
- On the shores of Lough Key just outside Boyle in Co. Roscommon
- We moved back from the UK with our three kids in 2012
- Droim an iolair – Eagle Ridge. Name of the townland where we farm
- Liam's family have been farming here for nearly 150 years
- Originally, tenant farmers, Liam's Great-Grandfather bought the lands from the Rockingham Estate on Lough Key, after the Land Wars, in the 1920s.





Our Goals

- To feed our family
- To produce sustainable and nutritious food
- To create a commercially viable farm business:
 - By selling direct to our own customers
 - Farm Produce which is high welfare, organic, local, gentle on the environment
 - And tastes fantastic!
- To provide a route to market for other like-minded producers.





THE FARM....



THE GARDEN....

Farm Production

2019/2020

- Farming 300 acres
- 40 Dexters Cows (to beef)
- Buy in 40 weanlings (Dexter Group)
- Finishing / Processing 40 Cattle/Year
- 40 Ewes
- Turkeys / Geese
- 200 Laying Hens
- Processing/Finishing 50 Organic Pigs/Year
- Salads & Vegetables from 4 polytunnels (300sqm)

Goals for 2021/2022

- 80 breeding pedigree cows
- Finishing / Processing 150 Dexter Cattle
- Finishing / Processing 200 Pigs
- Finishing / Processing 200 Organic Lambs
- 200 Turkeys
- 100 Geese
- 1000 Laying hens
- Salads and Veg from 6 polytunnels (900sqm)





SELLING OUR PRODUCE

2014-2015

Explored various ways in which to supply our produce direct to our own customers once we had some to sell!

- 2014 Toured Festivals with a Shepherd's Hut serving Dexter Burgers
- 2015 Bought a site in Boyle and parked the Shepherd's Hut in the garden with picnic tables!



FESTIVALS & FIRST DAYS IN BOYLE!

2016-2019

- Renovated the old house and converted it to a farm shop and café.
- Every item on the menu featured an ingredient we had produced ourselves on the farm.
- We won several nationally recognized awards including:
 - Irish Restaurant Association Local Food Heroes, Connaught Region, 2018
 - Georgina Campbell Natural Food Award, Ireland, 2019



DRUMANILRA FARM KITCHEN

WHERE NEXT

2020 – A Transformational Year (or so we thought!)

- Move from supplying one small unit in Boyle to three busy locations over next 3 years:
 - We had sold our business in the UK and had funds to invest;
 - Secured two high profile sites in Carrick-On-Shannon & Strandhill;
 - Secured planning permission for a redevelopment of the site at Boyle;
- Scale up and streamline the various enterprises on the farm;
- Continue to develop the network of producers we work with, including our Dexter Group;
- Develop a “food-tourism” element to the farm.



DRUMANILRA @CARRICK



DRUMANILRA @ STRANDHILL



DRUMANILRA @ BOYLE

And then in March 2020 everything
changed.....

Our Online Farm Shop

- We put our plans to open the new Farm Kitchens on hold until the impact of the pandemic was clearer
- Used social media to promote & host “pop up” farm shops in the three premises
- Launched a Woocommerce store
- Opened an account with DPD to send parcels nationwide



Our Online Farm Shop

- We sold Organic Fruit & Veg, Organic Dexter Beef, Lamb, Chicken, & Pork, Organic Eggs, Wine, Coffee & Honey;
- Products from our own farm and supplemented by produce sourced from other organic producers;
- Grew from initial 25 orders in the first week in May to over 150 orders per week by Christmas;
- Over 3000 orders in 6 months, turnover of approx. €160K.



Our Online Farm Shop

- Great feedback from customers and a proven market
- With COVID, people are asking more questions about where their food comes from:
 - they want to shop local and direct from the producer,
 - a keen interest in organics and
 - the impact of farming methods on health and environment

Next steps...

- Focus on opening Farm Kitchens as soon as possible in 2021
- Relaunch the online business with improved infrastructure and a more efficient website later in the year
- Continue to invest in farm infrastructure and the Dexter herd
- Continue to develop facilities to accommodate farm visits

Watch this space!



THANKS FOR LISTENING!

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