

BROOKFIELD FARM

Rural Development Network February 2017

Brookfield Farm

- Background
- Farm
- Beekeeping
- Business
- Future





Background

Ailbhe Gerrard

MBA Project management

MSc. Environment + Sustainable Development

MSc. Organic Farming





Farm

30 ha

(75 acres)

Hiveshare

+

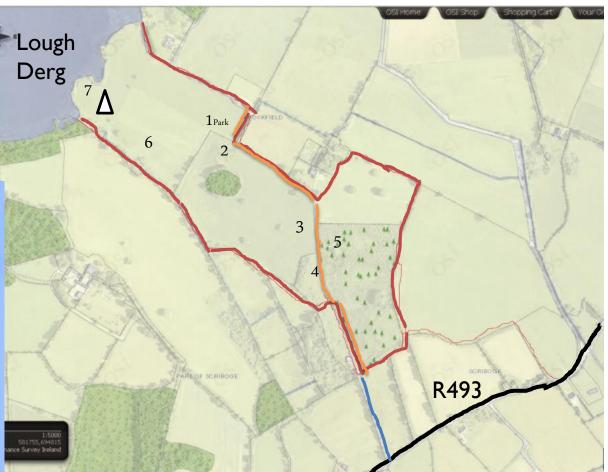
Hivegifts





www.brookfield.farm





- 1. Welcome Booth + parking + eco loos
- 2. Bee keeping (3 locations)
- 3. Tillage
- 4. Agri-environment wild flower meadow

- 5. Forestry
- 6. Lamb
- 7. Refreshments tent, Stall



Background

Brookfield Farm

- 30 ha farm (c. 75 acres)
 - 15 ha arable
 - 6 ha broadleaf forestry planted 1996
 - 3 ha native woodland
 - **–** 6 ha grass/ forage

• Farming:

- arable (barley, wheat, oil seed rape)
- timber, forestry
- Lamb sold directly
- Forage crops: hay, silage

Leads to:

Beekeeping - Honey + Hiveshare + handmade beeswax candles





Tillage

Winter Oil seed rape 2013





Spring Barley July 2012

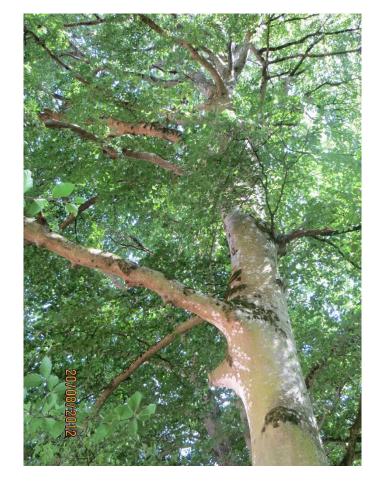




Winter Barley July 2014









Agri Environment

GLAS scheme: Wild Bird cover + Wild Flower meadow

Arable Margin

Whitethorn hedge planting

Forestry











Wild Bird cover mix

Triticale

Linseed

Gold of pleasure linseed

Phacelia

Mustard

Crimson clover, red poppies, cornflower





Forestry plantation 1997 planted

Oak (c. 60%); beech (c. 10%) ash (c. 10%); sycamore (c. 17%).

Larch was also planted as a nurse species.

Winter 2011. selective thinning and horse logging.

South west edge of the plantation - shelter belt of cherry and birch. North east edge - sycamore shelter belt.



















Fattened lambs – in conversion to organic

Lamb

Grazing clover and organic grass seed, some organic ration when grass is low.

Popular with direct sale customers.



Beekeeping



Honey + candles

- 2013 hives introduced into Roundo wood.
 Now own hives and mentor beekeepers' surplus
- Products: Honey, wax, pollination services



Brookfield Farm - business

- Initially direct lamb sales + Hiveshare (forward selling honey with newsletters and giftboxes with handmade beeswax candles and lipbalms)
- expanded to include hand dipped +
 hand poured beeswax candles and hive
 gifts.

Sales channels

- 1. online: www.brookfield.farm
- 2. Fairs and shows Ploughing/RDS etc
- 3. Retail
- Kildare Village So Collective
- Yoga Dublin





Development journey - highs and lows

Highs

- ACORNS place!
- Nuffield Agricultural Scholarship
- MSc in Organic Farming 2014
- IFOAM Leadership 2015 + IFOAM
 Masterclass 2017
- Gurteen College teaching
- Positive publicity
- Sales!

Lows

- Managing lumpy cashflow
- Feeling underskilled in key areas: retail /production/ packaging/ copyright and employment law
- Previous business collaborator set up in competition
- Sometimes very busy farm/teaching/business



How ACORNS has helped

- Like minded women meeting
- Sharing stories
- Excellent mentoring
- Regular meetings
- Developing business plan
- Knowing there is support
- Next step ACORNS follow on?





ENTERPRISE IRELAND

where innovation means business



Nuffield Agricultural Scholarship 2016



Organic Agriculture Global Leaders' Programme 2015 Master class Korea 2017

Accelerating the Creation Of

Rural Nascent Start-ups



Brookfield Farm

Member **Tipperary** Food



'Ailbhe Gerrard produces lamb and honey on Brookfield Farm in Tipperary, and her unique concept, Hiveshare, is getting attention for all of the right reasons, writes Klara Heron'



'the best Irish makers and artisans....balms and lotions from local honey bees'



'Buzzing dynamo Ailbhe Gerrard'





A Taste of Lough Derg Lough Derg 71 60 11 m





Producers



helping local business succeed

Member of Tipperary Green Business Network 2016



Pure beeswax handmade handmade candle candle

TOWN&COUNTRY

9 Things You Need To Buy When You're In Ireland:

"Brookfield Farm's classic candles"



fand for hundreds of years, and

assic candles. Dublin Herbalist's balm, or Bushmill's decadent hou

Dublin Herbolists. dublinherbalists.ie; Bushmills



Great Taste Awards Judge 2016

THE IRISH TIMES

Artisan Food Producers' Competition Prize winner

December 2014 Buzzy idea

What could be nicer than honey from your own hives? It's a lovely idea, the brainchild of Ailbhe Gerrard who studied sustainable development and organic farming before taking over Brookfield Farm



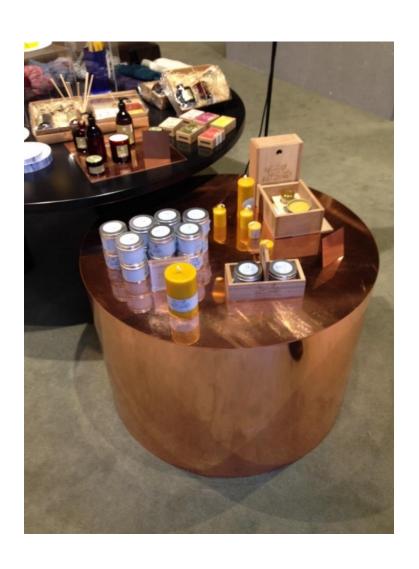
LOCAL STORIES - GLOBAL AUDIENCE Brookfield Farm featured on Irish TV June 2016 'Tipperary Matters' programme





CULTIVATING CHANGE.

Aspirations for Brookfield Farm



- High end retail presence throughout
 Ireland + online
- Quality Retail/visiting/ production space at Brookfield Farm
- Expanded production, greatly increase sales
- Potential to export
- Sustainable farm business
- Employment in rural area

Brookfield Farm – Thank you!



Ailbhe Gerrard

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