

Horizon Farm

Kinsale

Co.Cork

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Farm

- 10 acres.
- South Facing slightly sloping.
- Normal PH is around 6.8
- High Iron and Salt.
- Very high P and low K soil levels
- Organic matter around 4%
- Clay loam type soil with some shale stones.

History

- 2006, Full Organic certified with iofga.
- Initially set up for organic broiler production 600/week to a local processor, and local salad and veg sales to restaurants and through Kinsale farmers market.
- 2010 Added sale of organic seeds in market garden size packs, working closely with europriise seeds in Lusk.

Fertility.

- Initially from poultry manure produced on the farm and some overwintered green manures
- All stored poultry manure used this year.
- Currently looking at improving the use of green manures looking at importing some sea lettuce, or animal manure from local sources.
- Reluctant to use foreign manure, very interested in compost teas.

Equipment

- 1978 Fiat tractor
- Einbock weeder, steerage hoe, Bed maker, various harrows and cultivators. Wheel hoe.
- Shared precision drill. 2 hand drills.
- Two large tunnels, 3 hot beds,
- Insulated veg packing and storage shed. (formally a poultry house.
- Small delivery Van.

Cropping

- Salads (mix leaves) for as many weeks as possible.
- 2 acres onions Mostly for local co-op.
- Potatoes, Carrots, Spinach, Kale, Leeks
Parsnips Cabbage Courgette Peas, Broad beans, Beetroot.
- Indoors salads, Tomatoes, Edible flowers, Cucumbers, Celery, French beans, Butternut, Sweet corn and Courgettes.

Marketing

- Currently
- Kinsale Farmers market. ?????
- Kinsale restaurants. Steady.
- Wholesale to others doing markets. Steady but a little unpredictable.
- Delis and veg shops, Steady late back to school slowdown.
- 3 SUPERVALU's. Steady. Good volume.

Seeds

- Develop online presence,
- Try to offer complete range of seeds certified organic.
- Offer retail size packs for the smaller requirements.
- Good support from growers that have already tried our products.
- Develop online presence.

Supervalu

- Supplying for 2 years.
- Great to discipline your production.
- Year round market.
- Difficult to maintain shelf space during the hungry gap.
- Good volume can be supplied.
- Musgrave's help with marketing materials in the shops.
- No need for barcodes initially.

Restaurants.

- Currently supplying 10 restaurants.
- Mainly supplying with salads. (we can compete on freshness short order times, 7 days service in summer.
- Difficult to get any organic or even local premium on veg.
- Strong Competition

Deli shops

- Tend to have a strong following.
- Volumes are holding steady.
- Telling the organic story more important.
- New shops opening every few months.

Kinsale Farmers market

- Turnover down 20% 2011.
- Turnover down 40% 2010.
- Concerned about future for this outlet.

The future.

- Add more outlets or try to sell more to existing customers?
- Develop online presence.
- Try to reduce to impact of the hungry gap.
- Import??

Wish list

- More up to date market information.
- Who are my customers
- Why do they buy from me (local, organic)
- Portion size. Dose a 2 person household want to eat a 600g broccoli for two days or a 1kg swade for a week.
- Stronger branding of everything we sell even salad to the back door of a restaurant.

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