



THE INNOVATION JOURNEY



Located in County Kilkenny, Julie Calder Potts works alongside her husband and

family to run Highbank Orchards. Here they produce apple juice, apple syrup, apple cider vinegars and much more. Steeped in history, Highbank Farm is an organic farm, which prides itself on creating an enterprise that is ecologically and economically viable. Although a family farm with a long tradition of high-quality food production, it was not until the mid-1990s that Julie and her husband embraced an organic farming system, which included environmental husbandry.

Over several years, Julie and her family have invested their efforts in restoring the farm's timeless elements, such as the enchanting arched stone courtyard, the historic mill, and the rustic stables. In addition to these meticulous renovations, Julie has crafted two serene lakes, enveloped the farm in lush forestry, and meticulously planted pollinator-friendly flowers, fostering an environment that welcomes solitary bees and various other beneficial insects.

THE INNOVATION IMPACT

Over the course of several years, Julie has expanded her line of Apple Juice

products to include a diverse range, now featuring non-alcoholic Driver's Cider, alongside Highbank Proper Cider and Medieval Cider. All these refined offerings, and many more, are meticulously crafted on-site in their quaint distillery Julie and her family are fervently committed to championing small-scale Irish farmers and producers. Throughout the year, they orchestrate an array of engaging activities including farm walks, insightful talks, vibrant events, and enriching workshops, inviting everyone to experience the beauty and vitality of agricultural life firsthand.

Julie and her family have received numerous awards and accolades for their produce, environmental work and sustainability ethos. These include a Farming for Nature Award, National Organics Chefs Choice Award, Euro-toques Ireland Food Award and Food Producer of the Year Award, to name but some.

USEFUL LINKS

<https://highbankorchards.com/>