



# Achill Mountain Lamb

## THE INNOVATION JOURNEY



Born on Achill Island, Martina Calvey has stayed close to her roots and has

always been involved in the family farm and business 'Achill Mountain Lamb'. The farm has existed for generations and produces lamb on commons land from the Mayo Blackface Mountain Sheep breed. The business was originally established in 1962 by Martina's father, Martin. He spotted a market opportunity to provide lamb to visitors to Achill looking for a local, quality, authentic product. Today, the business operates a farm shop as well as farm tours and supplies lamb to the Irish and UK market.

Martina returned to devote her career to Achill Mountain Lamb after moving away from her work in the teaching profession. She comes from an enterprising family and has gained inspiration and empowerment from role models in her family. Martina's role in the business focuses on marketing. With growing competition in the market, it was



important to build the strength of the brand.

## THE INNOVATION IMPACT

Achill Mountain Lamb can be described as a cultural innovation. It is an important part of Ireland's food culture as an award-winning high quality, artisan product. It is embedded with terroir where the taste is influenced by local conditions. Lambs are free to roam in the common lands and graze the coastal environment that provides a diet including coastal grasses and mountain heather. Nature-based farming is also at the core of Achill Mountain Lamb. It is also a certified organic product.

Martina has successfully repositioned the Achill Mountain Lamb brand, built a strong national profile, networks and digital presence. This has upscaled the business and created a product that is in high demand. There is also spin-off value to the wider farming community. Achill Mountain Lamb also source lamb locally from other local producers. Achill Mountain Lamb also has its own local abattoir and uses traditional butchery methods. Local processing and packaging also ensure further economic value is captured for the local market.

## USEFUL LINKS

<https://calveysachillmountainlamb.ie/>