



Burren Farm Experience

THE INNOVATION JOURNEY



In early 2019, Brónagh O'Rourke conceptualised the Burren Farm Experience. Located in Boston, county Clare, this is a distinctive, diverse farm enterprise offering farm guided tours. These tours not only spotlight traditional farming practices but also celebrate the rich biodiversity of the land. The farm is located in the Burren area of county Clare. The Burren is a UNESCO Special Conservation Area.

Originally from Cavan, Brónagh's background includes being a qualified fitness instructor and working in nutraceutical sales. The beauty of the west coast and Burren left a profound impact on Brónagh. It was a key inspiration in establishing the Burren Farm Experience venture on the family's beef farm alongside her husband, Cathal. Balancing family and work life also provided motivation for the business. Brónagh is also deeply enthusiastic about health, nutrition, and wellness and this is reflected in the Burren Farm Experience's diverse offering. Burren Premium Beef is also part of the Burren Farm Experience.

Collaborating with an artisan butcher allows the farm to offer top-quality beef boxes, bringing the farm's distinct flavours straight to the dining table.

THE INNOVATION IMPACT



The Burren Farm Experience is a cultural asset that capitalises and builds on the local natural landscape, the O'Rourke's family farm assets, as well as the skills and backgrounds of its owners. Key to the Burren Farm Experience's innovation is how it offers novel practices tailored to the Burren region. For example, Brónagh introduced a special Wellbeing Program to the Burren Farm Experience that offers outdoor yoga amidst the serene ambiance of the farm. Other varied activities available to visitors include forest bathing, guided walks, food trails as well as art and craft classes. On site, there is also a farmhouse offering Farm-stays and private dining experiences.

USEFUL LINKS

<https://burrenfarmexperience.ie;>
[https://www.facebook.com/burrenfarmexperience/;](https://www.facebook.com/burrenfarmexperience/)
[https://www.instagram.com/burrenfarmexperience/;](https://www.instagram.com/burrenfarmexperience/)
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