



Mayo Sector Profiles

Food & Drink



Mayo has a long tradition of farmhouse produce which has grown into a dynamic artisan food sector in recent years. The county benefits from a clean, green environment with a strong agricultural and agribusiness sector. Mayo is well placed to capitalise on changing consumer trends in relation to food and to lead the market in quality niche product areas. Consumer interest in food provenance, health and wellness, sustainable farming and production processes are trends the county stands to benefit greatly from.

It is home to well-known producers in a variety of sectors, from craft butchers to artisanal cheesemakers and fresh fish processors but also established global brands like Coca Cola. In the micro brewery and distillery category Mayo is also on the map with several emerging specialty drinks companies attracted by the quality of water, ingredients and the relatively low cost of investment and the great quality of life on offer.

No1



In Global Competitiveness ranking for skilled labour In **EU for 3rd Level Qualifications** among 30 – 34YR olds In OECD for Rate of Return on investment



Key facilities for food processors and food technology.



"Mayo is a hotbed of food events and festivals"

What's on offer in Mayo

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1

A SAFE ENVIRONMENT FOR INVESTMENT
- 

UNBEATABLE QUALITY OF LIFE
- 

3

STRATEGIC ACCESS TO MARKETS
- 

4

SPECIALISED AND EDUCATED WORKFORCE
- 

5

WORLD-CLASS INFRASTRUCTURE

What our Food & Drink Investors say about Mayo

“Our business has thrived in Mayo and we continue to invest in the development of our operation here. One of the surprise advantages of the location has been the great lifestyle we can offer employees – something which is becoming a real advantage in attracting potential new talent.”

John McGowan, GM
Ballina Beverages (Coke Cola)



“My company **Harvest Moon Foods** was established two years ago from my home base in Westport. Two years on, with the support of local enterprise agencies I supply to supermarkets and gourmet stores all over Ireland and intend to relocate to larger production premises this year.”

Angela Carney
Harvest Moon Foods



MAYO THE RIGHT PLACE TO BASE

Mayo, Irelands 3rd largest county, located on its Western seaboard is a world of opportunity.

Asset rich and diverse in nature benefiting from a wealth of natural resources, direct air, sea and rail freight access and a quality communications infrastructure.

Mayo has an educated and skilled workforce owing to its diverse industrial base. A dynamic and business friendly support environment through the Mayo Enterprise & Investment Unit and its partners. Mayo wants to work with your business, your project or your idea.



STRATEGY

The government's Food Harvest 2020 initiative aims to increase the value of output from the agriculture and fisheries sectors by 33% over the next few years. Mayo is poised to benefit enormously from this. Innovative food tourism initiatives such as the Gourmet Greenway Food Trail and the development of businesses such as Wild Atlantic Cultural Tours, can further build the Mayo food brand and story. Significant opportunities now exist for innovation in production, transport and delivery of foodstuff internationally, and Mayo has all the ingredients for success on that front.

SPOTLIGHT ON INNOVATION



Nephin Whiskey

Nephin Whiskey is the first distillery to operate in Connaught for over 100 years, producing a premium peated single malt Irish whiskey to be matured and bottled in small batches. Nephin recently launched a crowdfunding campaign on Indiegogo to give supporters the opportunity to reserve the first bottles and cases. The team are integrating their facility into the local community of Lahardaun in the foothills of Nephin Mor in North Mayo including a visitor centre in renovated building in the small village. Building on this local heritage the brand will be targeting the US export market initially where premium Irish whiskey is showing significant growth in demand.

BE IN GOOD COMPANY



For more information on setting up in Mayo contact:

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