

Culinary Entrepreneurship in Ireland; Back to the future

Niche careers in hospitality

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Back to the future

- History of Irish food.
- Dairy dominance.
- The influence of a chef:
 - Farmhouse cheese.
 - Seaweed harvesting.
- Niche careers:
 - Raw milk.
 - Sourdough.
 - Bog butter.



History of Irish Food; a tale of two halves...

- Pre and post potato Mac Con Iomaire (2003) and Linnane (2001).



History of Irish Food; Pre Potato

- The Ceide Fields and Ireland's Neolithic dairy farms (Sheridan & Cleary, 2015).



History of Irish Food; Post potato

- The potato brought about a population boom (Europe's most densely populated country by 1840 Sage (2003), Mac Con Iomaire (2003) and Linnane (2002)).



History of Irish Food; Post potato

- Over reliance on the potato and the great famine Sage (2003) and Linnane (2002).

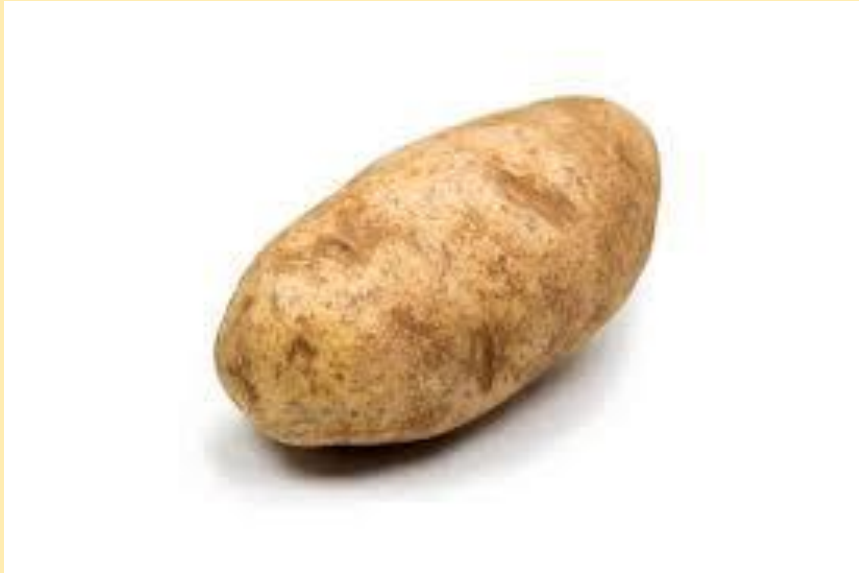


History of Irish Food; ever present dairy

- Sheridan & Cleary (2015), Linnane (2002), Sage (2003)



History of Irish Food; the staple diet for generations



Dairy Dominance; modernization of Irish Dairy Industry

- Ireland is the 8th largest dairy exporter in the world.
- Between 1975 and 1984, milk production in Ireland grew at an average of 5.99% per year a pace of growth that was one of the highest in the world.



Dairy Dominance; the globalization of food

- Despite having less than 1% of the world's dairy cows, Ireland is responsible for over 15% of the world's infant milk formula production, with three of the world's main producers operating here – Pfizer, Abbotts and Danone.



The influence of a chef

- Myrtle Allen and the birth of Irish Cuisine and the farmhouse Cheese movement (Sage, 2003)



Irish Farmhouse Cheese

- Local but global... Meet Jeffa Gill and Sarah Hennessy.
- Classification of artisan cheeses... (Taste Council Ireland, 2017)



Farmhouse

The term 'farmhouse' or similar terms that create an impression that a food originates on a farm should only be used on foods that can legitimately claim to meet all of the following criteria:

1. The food is made in a **single location on a farm.**
2. The food is made by a **micro-enterprise.**
3. The characteristic ingredient(s) used in the food are **grown or produced locally.**

Some exceptions are included for foods that have used the term 'farmhouse' and 'farm fresh' for many years and this use is well understood by consumers.

Seaweed Harvesting

- Prannie Rhatigan is a medical doctor with a lifetime experience of harvesting, cooking and gardening organically with sea vegetables.
- She shared her knowledge and gave a seaweed cookery demo at the Nordic Food Lab in Denmark when it was the research arm of Noma (Rhatigan, 2015).



What is the appeal to the consumer?

- Experiential, personalized experience, connection to the producer (O’Kane, 2016).
- A future for culinary, tourism and hospitality?

Niche Careers; the Crawford's Raw Milk

- Meet Mimi and Owen. For production, they have built up from a small milking herd of 4 traditional Irish Shorthorn cows in 2014 to micro-diary of 11 Shorthorns in 2019.



Niche Careers; Durrow Mills and Sourdough

- Meet Lisa Larkin and Paul Hurst.



Niche Careers; AIT and bog butter

- Student Innovation



How does this impact the future of Hospitality and Tourism in Ireland?

- Food Tourism, food trails, food festivals.
- Whiskey boom, micro breweries all offering a unique hospitality experience.
- The future is the personalized experience (e.g. Airbnb) and in that sense a unique offering.
- Ireland has looked to the past to create a Niche Tourism product.
- Instead of globalization it brings localization to the global traveller or you could say it takes them “back to the future”!

Irish food Tourism



References

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go raibh míle
maith agat

thank you