

S&E Regional Programme

Goatsbridge Trout Farm Case Study

Goatsbridge Trout Farm, Thomastown Co. Kilkenny a family business in operation for over 5 decades were beneficiaries of funding under the Microenterprise theme of the S&E Regional Programme 2007-2013.

Twenty people are employed and they supply the domestic market with fresh rainbow trout and added value smoked products.

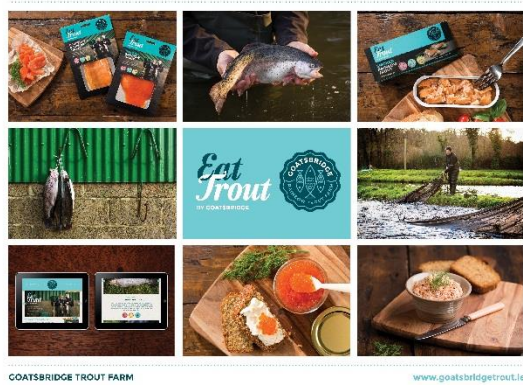
The supports under the micro-enterprise scheme are administered by the Local Enterprise Offices (LEO) (formerly the City and County Enterprise Boards) are designed to assist business start-up and expansion. The LEOs use a range of aids to help small business to boost their competitiveness, innovation and technological adaptation.

Margaret Kirwan, Goatsbridge Farm Director in speaking about the assistance the business received from the Kilkenny LEO said “we got great support from our local Enterprise Office.



Images courtesy of Goatsbridge Trout Farm

Obviously, the financial support was much appreciated because it came at a time when we were expanding. We were starting to employ more people. We were adding value, doing a lot more primary processing as our business had grown. The funding was appreciated as was all the soft supports. Management development, IT programmes, sales and marketing training are critical to an expanding business.”



With a scheme that seeks to promote entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms.

<https://www.youtube.com/watch?v=1CTRvpuQRTI>

Margaret went to explain that up their previous business model was based on selling fresh trout to the fresh fish counters in shops and supermarkets right around the country. They found they were competing against imports so in order to differentiate their quality products from the imported trout they decided to add value and started to develop a smoked product range. Barbequed smoked trout was their first new product. Research into product development led to the launch in 2012 of their Rainbow Trout Caviar to great acclaim. This product development turned what was previously deemed a waste product, fish eggs, into a new and exciting business offer.

The LEOs continue to deliver a stable of supports to micro-enterprises under the S&E Regional Programme 2014-2020.