

CORENET Good SFSC Practice No 31:	
Author:	
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	Burren Beef and Farm Experience
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	Advice regarding business planning and diversification, direct sales and market development, understanding and communicating the Burren farming system, and building entrepreneurial skills was provided to farmers. Teagasc (innovation and business advisory support, including NEWBIE), Burren Programme (farming system and environmental framework), ACORNS (female entrepreneurship and mentoring), and Farming for Nature (peer learning and visibility) were among the actors and organisations responsible for advice.
b Distribution and logistics:	
c Regulatory compliance:	
d Better partnering:	Advice and networking support is ongoing and constantly in development. This comes through the Burren Programme, ACORNS and Farming for Nature.
e Technology:	
f Production & processing:	
g Packaging:	
h Branding and marketing:	
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The advice detailed above was provided through a combination of formal advisory programmes, peer-to-peer learning, and on-farm/network-based knowledge exchange. Teagasc (innovation and business advisory support, including NEWBIE), Burren Programme (farming system and environmental framework), ACORNS (female entrepreneurship and mentoring), and Farming for Nature (peer learning and visibility) were among the actors and organisations responsible for advice. This is a combination of peer-to-peer, private and public knowledge exchange.
*See The CORENET SFSC Charter 1 4. C SFSC ADVISING.	

Short summary for practitioners in <u>English</u> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	The Burren Farm Experience, led by Bronagh O'Rourke, operates as a hybrid short food supply chain model that connects producers and consumers through a combination of direct sales, on-farm experiences, and place-based storytelling. The enterprise has recently rebranded to Burren Beef and Farm to better reflect the integration of premium organic food production with immersive farm tourism. We connect with consumers through "Burren Safari" tours and educational heritage walks. Transactions and bookings are now streamlined via a professional online ticketing system on our website and directly from various tour operators. Furthermore, we have expanded our social connection through Social Farming Ireland, offering the farm as a therapeutic and inclusive space for marginalised groups and special needs people. Consumers engage directly with the farm through immersive, guided experiences in The Burren, where farming practices, biodiversity, and food production are interpreted in situ. This creates a strong relational connection, where understanding and trust underpin purchasing decisions. Transactions are both product and experience based. Organic, grass-fed beef is sold directly to consumers, while the experiential offer itself constitutes an associated product. Animals are processed through a local butchery, with beef boxed and distributed via direct channels including local markets, restaurants, and online delivery, maintaining traceability and farmer control. Logistics rely on 'in-house' expertise together with local processing and transportation infrastructure. Marketing is highly place-based and narrative-driven, drawing on the distinctiveness of the Burren landscape and the farm's heritage, supported by networks and 'word-of-mouth'. Overall, the model integrates production, processing, and experiential engagement, reconfiguring the short food supply chain as both a commercial and relational system.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? This case highlights the impacts of highly-integrated, practice-based advisory approaches, combining on-farm, tailored support, peer-to-peer learning (farmer networks, demonstration farms), interdisciplinary advisory teams (business, marketing, environmental expertise) rather than standard, production-focused advisory services. It is categorised by direct farmer control over production, processing choices, pricing, and marketing, direct relationships with consumers, reducing dependence on conventional supply chains and the use of local infrastructure (e.g. butchery) while retaining decision-making at farm level. It highlights maintenance of traditional farming practices, which enables the co-creation of a local, place-based food system rooted in The Burren, where value is retained locally and aligned with environmental stewardship. Practically, this translates to locally and place-based tailored advisory services and approaches, working in combination with peer-to-peer networks and learning groups. Further information/references:

Actors, stakeholders	Farmers, advisory networks, butcher, advisors,
Region, Country	Boston, Co. Clare, Ireland
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

Short title in native language	
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Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count - no spaces)-	
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