



Pictured at the official launch of the Good Food Ireland Awards 2024: Heather Humphreys, Minister for Rural & Community Development; Margaret Jeffares, Good Food Ireland; Paul Heery, general manager, The K Club; and Ivan Kiersey, Freezin' Friesian.

Delivering the goods

The cross-sector Good Food Ireland Awards 2024 take place in November. Celebrating primary producers, manufacturers, chefs, shops and restaurants, the focus of the awards is on the use of local, fresh, seasonal, Irish ingredients, highlighting tourism-hospitality and retail businesses that prioritise local produce, and encouraging others.

This, in turn, supports Irish farmers, food producers and fishermen, sustainably strengthening local economies and communities. This year's award categories include: Producer of the Year; Sustainability Award; Food Truck of the Year; Shop of the Year; Pub of the Year; Culinary Haven of the Year; Hotel of the Year; Café of the Year; Outstanding Contribution to Food Production; and Excellence in Food Tourism Award.

Dairy farmer and ice-cream producer, Ivan Kiersey who co-owns Freezin' Friesian with his two brothers on their family farm in Co. Waterford says: "Being associated with the Good Food Ireland Awards elevates our brand reputation and recognition among consumers, chefs, and food enthusiasts. This helps us attract new customers, increase sales, and establish Freezin' Friesian as a leading primary food producer."