



## Aoibheann O'Brien

### Bia Food Initiative

Aoibheann O'Brien is co-founder of FoodCloud, a social enterprise that matches retailers with surplus food to charities that need it through a smart phone app and website. FoodCloud has enjoyed significant success and recently expanded into the UK. Along with co-founder, Iseult Ward, Aoibheann has created a financially sustainable organisation that delivers real environmental and social return. To date they have facilitated the distribution of over 700 tonnes of food - 1.5 million meals to 330 charities across Ireland.

Although FoodCloud was successful with retailers, there were huge surpluses at the producer and manufacturer stages that the organisation didn't have the facilities to deal with, nor did any of the charities they worked with. Aoibheann and Iseult joined forces with Bia Food Initiative, a social enterprise that sources large bulk surplus food from the early stages of the supply chain (e.g. Kerry Group, Musgraves, Glenisk) and distributes that surplus to charities in more manageable quantities through a network of national distribution centres in Dublin, Cork and Galway.

Aoibheann hopes to bring the two organisations closer together to provide the ultimate solution to the food industry and the charity sector. The aim is to create a one stop shop for the food industry to solve their problem of food waste and a central point of contact for the charities to help reduce their operating costs.

**[www.biafi.ie](http://www.biafi.ie)**