



Mary Meyler

K+M Aquatic Plant Enterprises Ltd

The seed for Mary Meyler's business began in June 2012. She wanted to develop an Irish alternative to the imported seaweed fertilisers that were available on the market. From a health perspective, she believed in growing food organically and was always frustrated by the lack of Irish fertilisers available. Mary was familiar with a UK seaweed brand and, living in an area surrounded by beaches covered with seaweed, she saw an opportunity for her business. Mary began producing her own liquid seaweed extract using a fermentation process.

Up until October 2013, Mary worked as an architectural technologist and was self-employed. In the summer of 2013, Mary applied for and subsequently participated in Enterprise Ireland's New Frontiers Programme in the Institute of Technology, Carlow until March 2014. Mary's company K + M Aquatic Plant Enterprises was incorporated in December 2013 and began trading online in May 2014 under the brand name Ocean Leaves.

Mary attended trade shows and continued researching alternative seaweed processing methods. She developed a different, much faster and more efficient processing method than fermentation. However, she did not have the funds necessary to upscale and so has partnered with another company who use the same process. Mary now outsources the processing element to this company.

K+M Aquatic Plant Enterprises began trading to garden centres in April 2015 and now have over 150 stockists nationwide. The company exhibited in GLEE, a leading garden wholesale trade show in September 2015. In 2016, Mary plans to begin exporting throughout the UK and is currently seeking a distributor. She has also identified the USA, in particular California, to be Ocean Leaves' biggest potential export market due to its production of fruit and vegetables. The company plan to begin exporting to the USA in 2017.

www.oceanleaves.ie

