

# An Apple a Day



*The Story of Ballyhoura  
Apple Farm and Vinegar Vault*

www.ballyhourapplefarm.com



Artisan  
Producers of  
Award-Winning  
Juices  
Syrups  
Vinegars  
Apple Products



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# An Apple a Day...

Welcome to Ballyhoura Apple Farm which was established in 2006.

Ballyhoura Apple Farm is based in the Munster Vales in ancient Kilfinane at the foothills of the Ballyhoura Mountains in south east county Limerick. Our orchard is located on the edge of the town and our Vinegar Vault, Production, Distribution and Administrative offices are all located in the town itself at Ballyhoura Artisan Food Park.

Our most popular product is our raw Irish Apple Cider Vinegar which is now sold in 350 shops throughout Ireland. Our Apple Cider Vinegar is made from 100% undiluted Irish apple juice which undergoes a double fermentation process. This produces enzymes and preserves many of its health-promoting characteristics. You can read all about all our other juice products and our awards on pages 12 and 13 of this booklet.

As our business has grown over the years we supplement our own five acre orchard by also purchasing best quality Irish grown apples and so all our juices and Apple Cider Vinegar are made exclusively with Irish grown apples.

We hope you enjoy reading the story of Ballyhoura Apple Farm and enjoy our wholesome juices and Apple Cider Vinegar.

Sláinte.



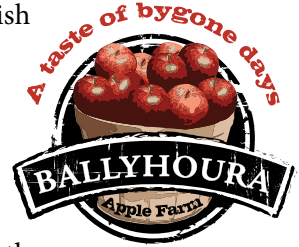
*Gerry Murphy and Maurice Gilbert*





# The Story of Ballyhoura Apple Farm

Ballyhoura Apple Farm started life in the parish of Churchtown in north county Cork in 2006 when Gerry Murphy and Maurice Gilbert planted 1,000 apple trees to create their hobby 'vineyard'.



The project was conceived by Gerry as a tribute to the tradition of apple cultivation in the Churchtown area, which was developed in the 1700s by the Taylor family. It also contributed to Gerry's vision of investment in the local community aimed at driving sustainable rural regeneration.

In 2007 Maurice and Gerry planted a further 1,500 trees and in 2008 they planted an additional 2,500 trees.



With the collapse of the construction sector in

Ireland in 2010 Maurice, who trained as a master carpenter, moved to working full time on the apple farm developing a range of award winning apple juice products.

Two of Maurice's early signature juices included *Red Mulled Apple Juice* aimed at the Christmas market and *Gilbert Murphy Hot Friskey*.

In the autumn of 2013 Gerry and Maurice decided that Ballyhoura Apple Farm had the potential to be more than a hobby.





*A May blossom view at Ballyhoura Apple Farm*



Unable to get planning permission for a visitor centre in Churchtown, Gerry and Maurice decided to move the orchard to lands outside Kilfinane that they had originally purchased for potential residential housing development. In early 2014, in a Herculean move, the entire 5,000 apple trees were transported 22km from Churchtown to Kilfinane. Over 95% of the trees survived the replanting.



In 2014 a new company was formed to develop the apple farm and its range of juice products. This new company - Applewood Farm Produce Ltd – took over the trading name Ballyhoura Apple Farm.



In 2016 Applewood acquired the old semi-derelict Shannon Development industrial units at Captain's Lane in Kilfinane as the headquarters and production facility for Ballyhoura Apple Farm. To give an example of the derelict condition of the site it cost €10,000 alone to remove trees and overgrowth from the site.

The buildings acquired from Shannon Development were re-named Ballyhoura Artisan Food Park to reflect Maurice's dream of also providing – in time – unique facilities for other local artisan food producers.



*Outdoor visitor area at Ballyhoura Apple Farm*



Vinegar Vault at Ballyhoura Apple Farm



In late 2016 Maurice's ambition of making our own Apple Cider Vinegar became a reality when the first batch of 500 litres was produced at Ballyhoura Artisan Food Park.

Vinegar has been used for thousands of years throughout the world and we are delighted to continue the tradition here at Ballyhoura Apple Farm in our own Vinegar Vault. We produce our Pure Irish Raw Apple Cider Vinegar with 100% undiluted apple cider which is magically transformed to cider vinegar whilst carefully nurturing the beneficial microbes known as *'the Mother'*. Raw, unpasteurised, unfiltered, naturally antibiotic and antibacterial is what makes our product so special.

It is also here in the Vinegar Vault that our "Orleans" method *Gilbert Murphy Irish Aged Cider Vinegar* is aged to produce a "mellow" cider vinegar.



Ballyhoura Apple Farm values its roots in the local community and cherishes Ireland's traditions of localism, co-operation, support and friendship. The fruit and vegetables used in Ballyhoura Apple Farm juices support other food producers in the local community and help to create and sustain local employment. One of our core objectives is to ensure that we make a fitting contribution to the community of which we are proud to be a part.



*Visitor sampling area at Ballyhoura Apple Farm*



*Maurice Gilbert, CEO, Ballyhoura Apple Farm*



# Before & After

Applewood Farm Produce purchased the former Kilfinane Industrial Estate from Shannon Development in 2015 when it was in a semi derelict condition. Substantial improvements have been carried out as evidenced by the 'before and after' pictures.



Units 1 and 2 now incorporating a tasting room, administration offices, meeting room and future test kitchen.



Units 3 and 4 now house storage and production.



These 'Before and After' photographs were taken from April 2015 to June 2016. The walled garden revealed after the foliage was removed came as a very pleasant surprise – it has proved a most restful and inspiring location for a local outdoor Yoga class.









# Premium Products & Awards

<b>A</b>	<b>Juices</b>	<b>Awarding Body</b>	<b>Award</b>
1	Pure Apple	Great Taste Blas na hÉireann	1 Star Best at Farmers Market
2	Apple Blackcurrant	Blas na hÉireann	Best at Farmers Market
3	Apple Beetroot	Great Taste	1 Star
4	Applesnips	Great Taste	1 Star
5	FRoot	Great Taste	1 Star
6	Apple Seaweed	Great Taste	1 Star
7	Green Mulled Apple	Blas na hÉireann	Silver - best new product
8	Red Mulled Apple	Blas na hÉireann	Silver - best new product
9	Apple Chai Iced Tea	Great Taste IFE London	1 Star Top 100 New Products
10	Gilbert Murphy Hot Friskey	Blas na hÉireann IFE London	Gold Top 100 New Products
11	Apple & Nettle Juice	Great Taste	1 Star
12	Apple, Tumeric & Black Pepper	Great Taste	1 Star
<b>B</b>	<b>Vinegars</b>	<b>Awarding Body</b>	<b>Award</b>
13	Raw Apple Cider Vinegar		
14	Gilbert Murphy Oak Spiced Vinegar	Blas na hÉireann	Shortlisted
15	FRoot Shrubs Vinegarism	Great Taste Blas na hÉireann	1 Star Gold
16	Apple Chai Shrubs	Great Taste	2 & 3 Stars
17	Red Mulled Shrubs	Blas na hÉireann	Shortlisted
<b>C</b>	<b>Syrups / Dressings</b>	<b>Awarding Body</b>	<b>Award</b>
18	Red Roast Syrup	Mitchelstown Food Fair	Best product
19	Atlantic Apple Syrup	Blas na hÉireann Great Taste	Shortlisted 1 Star
20	Mulled Apple Glazing Syrup	Great Taste	1 Star
21	FRoot Shrubs Syrup	Blas na hÉireann Great Taste	Gold 1 Star
22	FRoot Gastrique Syrup	Great Taste	1 Star
23	Spicy Apple Salad Dressing	Blas na hÉireann	Silver
<b>D</b>	<b>Speciality</b>		
24	Farmhouse Cider	Blas na hÉireann	Shortlisted



# Recent Awards

<i>Juices &amp; Vinegars</i>	<i>Awarding Body</i>	<i>Award</i>
2019 Apple and Beetroot Juice	Great Taste Awards	1 star
2019 Red Mulled Shrubs	Blas na hÉireann	Shortlisted
2018 Apple Chai Shrubs	Great Taste Awards	3 star
2018 Apple Juice	Great Taste Awards	1 star
2017 Apple Chai Shrubs	Great Taste Awards	2 star
2017 Apple Chai Juice	Great Taste Awards	1 star
2017 Apple & Nettle Juice	Great Taste Awards	1 star
2017 Apple, Tumeric & Black Pepper	Great Taste Awards	1 star
2017 Farmhouse Cider	Blas na hÉireann	Shortlisted
2017 Gilbert Murphy Oak Spiced Vinegar	Blas na hÉireann	Shortlisted
2017 Apple Chai Shrubs	Blas na hÉireann	Shortlisted
2017 Best at Farmers Market / Chef's Choice at Blas na hÉireann sponsored by Limerick LE		







# The Story of Apple Cider Vinegar

Raw and unpasteurised, Apple Cider Vinegar contains what is known as *the Mother* culture, which makes the vinegar appear somewhat cloudy. It is *the Mother* that is full of raw enzymes and gut-friendly bacteria that promote health, healing and well-being.

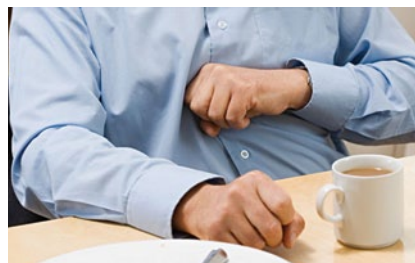
Our raw Apple Cider Vinegar is made from 100% pure undiluted apple juice which undergoes a double fermentation process. This produces enzymes and preserves many of its health-promoting characteristics.



Although there is no prescribed way to consume Apple Cider Vinegar, normally people take 1 to 2 teaspoons a day mixed with tepid water, raw honey or fresh juice, in the morning or before meals, which is said to suppress the appetite.

You can use Apple Cider Vinegar as a dressing for salads and vegetables or as a marinade to tenderise meat. Keep in mind that Apple Cider Vinegar must *always be diluted*.

Traditional uses of Apple Cider Vinegar are vast. It is said to regulate pH balance as well as reduce inflammation, ease digestion, aid in flu prevention, alleviate allergy symptoms, ease nausea and heartburn, as a staple in detox regimens, and for a number of skin



conditions, including reducing acne and smoothing wrinkles. It is also said to be beneficial as a rinse after shampooing to promote a healthy scalp.

If you want to avail of the benefits of Apple Cider Vinegar, the most effective way is to add 1 to 2 teaspoons of vinegar to one glass of tepid water and drink it before eating.

Apple Cider Vinegar offers some pretty spectacular health benefits according to Carol Johnston, PhD, a registered dietitian and professor at the School of Nutrition and Health Promotion at Arizona State University in Phoenix, who has been studying



the actual effects of vinegar for years and according to Raphael Kellman, MD, founder of the Kellman Wellness Center for Integrative and Functional Medicine in New York City, Apple Cider Vinegar reduces bloating and regulates the acidity in the stomach.

Apple Cider Vinegar reduces your cholesterol. In a BBC investigation on the benefits of Apple Cider Vinegar it was found that those consuming cider vinegar saw an average 13% reduction in total cholesterol, with a strikingly large reduction in triglycerides (a form of fat).

**Apple Cider Vinegar includes:**

**Acetic acid:** slows the digestion of starch.

**Calcium:** builds strong bones and teeth.

**Enzymes:** boost chemical reactions in the body.

**Iron:** important for blood health.

**Magnesium:** vital to heart health.

**Malic acid:** protects from viruses, bacteria and fungus.

**Pectin:** helps regulate blood pressure and cholesterol.

**Potassium:** essential for normal heart, kidney and other organ function.



Apple Cider Vinegar cancels out some of the carbs you eat. The acetic acid found in vinegar interferes with the enzymes in your stomach responsible for digesting starch so you can't absorb the calories from carbs you've eaten.

Apple Cider Vinegar has multiple uses:

**Detox Bath:** Add ½-1 cup to your bath water along with Epsom salts and lavender essential oil for a relaxing and detoxifying bath.



**Hair Tonic:** Create shiny, untangled hair by adding ⅓ cup Apple Cider Vinegar to 4 cups of water and pour over your hair after shampooing. Leave on for a few seconds and rinse with cold water.

**Food Cleansing:** Clean your fresh fruit and vegetables before eating them.

*Maurice Gilbert examining the Apple Cider Vinegar*



**Non-chemical surface cleanser:**  
1 part water, 1 part Apple Cider Vinegar, 2-3 drops of your favorite essential oil. Mix in a spray bottle. The acid in vinegar cuts through the grease and germs on your counter tops by inhibiting bacteria and mould.

Apple Cider Vinegar doesn't require refrigeration since vinegar is a preservative. You should keep your Apple Cider Vinegar in a dark kitchen cabinet.

*Right: Breeda O'Donovan takes a sample of Apple Cider Vinegar to check its acidity level.*



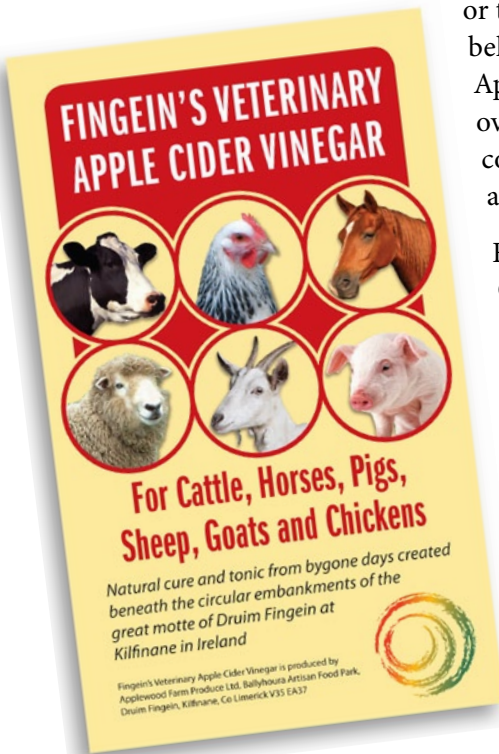
# Veterinary Apple Cider Vinegar

Applewood Farm Produce also makes *Fingein's Veterinary Apple Cider Vinegar*, a natural cure and tonic from bygone days created beneath the circular embankments of the great motte of Druim Fingein which adjoins Ballyhoura Artisan Food Park.

Cattle, cows, sheep, horses and other farm animals have a specialised digestive process upon which the health and condition of the animal depends. Loss of appetite and cessation of cudding indicates that the rumen has ceased or slowed down its action, due perhaps to badly balanced rations

or too finely ground foods. We believe that Fingein's Veterinary Apple Cider Vinegar may help overcome these debilitating conditions and ensure good animal health.

Fingein's Veterinary Apple Cider Vinegar alleviates many forms of pollution and toxicity. One of the most significant is mould mycotoxin, a huge immune-system crippler and often a factor in such things as high somatic cell counts, mastitis, foot rot, pinkeye, tetanus and anaplasmosis which is of great interest to dairy farmers.





# Vinegar through the Ages

Vinegar has been used for thousands of years all over the world. Seven thousand years ago the Babylonian civilization used date palm fruit to make wine and vinegar. They used the vinegar as a preservative and for pickling food. In this method, oak barrels are used as fermentation vessels and the vinegar is siphoned off through a spigot at the bottom of the barrel. Approximately 15 percent of the vinegar was left behind, which contained ‘the mother’ of vinegar and its concentrated beneficial bacteria floating on top.

Five thousand years ago the Egyptians were making vinegar. Three thousand years ago the Chinese were making rice vinegar. The



Romans made vinegar from dates, figs and other fruits.



Roman soldiers had a refreshing vinegar based drink called Posca, which originated in Greece as a medicinal tincture. In Ancient Greece

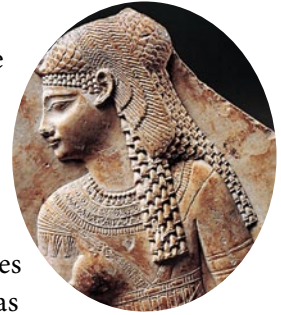
Hippocrates – the father of modern medicine – prescribed Apple Cider Vinegar mixed with honey for many ailments.



Vinegar is recorded in both the Old and New Testaments. In the Book of Ruth (Ruth 2:14), after working hard harvesting barley, Ruth was invited by Boaz to dip her bread in vinegar.

The Carthaginian general Hannibal used vinegar to break heated rocks when he crossed the Alps with elephants to invade Italy in 218 BC.

Cleopatra, Queen of Egypt, is even said to have dissolved costly pearls in vinegar so that she might win a bet with Mark Anthony that she could consume a fortune in a single meal.



In early Middle Eastern writings vinegar is mentioned as being used for medicinal purposes

such as dressing wounds. It was also used as a dressing for food. The Japanese Samurai drank a rice vinegar to boost their strength in the Middle Ages.



It is claimed that during the Black Plague, which lasted from the 14th to the 18th century, doctors rubbed vinegar infused with essential oils and herbs all-over their

bodies when tending to the contagious sick. The plague doctors costume consisted of a bird-like mask where a vinegar sponge or other aromatic compounds could be stored in the beak and a long cloak in which they soaked vinegar to inhale for their protection.



One legend declares that a group of thieves during a European plague outbreak were robbing the dead and sick. When they were caught they offered to reveal their secret recipe of a vinegar concoction infused with herbs and garlic, which had allowed them to commit the robberies without catching the disease, in exchange for leniency. The city in which this



happened is usually said to be Marseille or Toulouse and the resulting vinegar drink is called *Four Thieves Vinegar*.

In 1394, a group of French vintners or winemakers developed a continuous method for making vinegar, which is called the *Orleans method*. This is one of the two methods used by Ballyhoura Apple Farm to make its Apple Cider Vinegar.



In the Orleans method oak barrels are used as fermentation vessels and the vinegar is siphoned off through a spigot at the bottom of the barrel. Approximately 15 percent of the vinegar is left behind, which contains the '*Mother of Vinegar*', a concentration of beneficial bacteria found floating on top.

The French formed a guild of master vinegar makers. By using the Orleans method, they were better able to supply the thriving vinegar market. During the Middle Ages vinegar, along with an abrasive material such as sand, was used to clean and polish chain mail armour used at that time.



The vinegar industry in Europe flourished during the Renaissance. Many flavored vinegars were made with assorted herbs, spices, fruits and even flowers. By the 18th century there were over one hundred varieties of infused vinegars available.

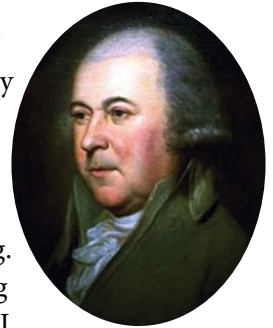
It's reported that Louis XIII of France (1601-1643) paid 1.3 million francs for the vinegar his army used to cool the cannons during just one of his many battles as using just water rusted the metals.





In the 18th century vinegar-soaked sponges were held to the nose to offset the prevalent foul odour from raw sewage due the lack of indoor plumbing. Small silver boxes called *vinaigrettes* were used to carry these sponges. They were also stored in special compartments on the heads of walking canes.

John Adams (1735-1826), the second president of the United States, drank Apple Cider Vinegar every morning at breakfast time.



Throughout history the antiseptic nature of vinegar has been used to clean and disinfect the wounds of soldiers and therefore speed up healing. Apple Cider Vinegar was used to this effect during the American Civil War and as late as World War I.

Vinegar has been the mainstay of many folk recipes, which have been handed down for generation after generation.

In 1912 Dr Alexis Carrel began an experiment that successfully kept cells of an embryo chicken heart alive for 30 years – four times the normal lifespan of a chicken – by feeding them on nutrients including Apple Cider Vinegar.



In 1958 the book '*Folk Medicine: A Vermont Doctor's Guide to Good Health*' was published. The book chronicled the Apple Cider Vinegar remedies studied by Dr D C Jarvis. The book was on the New York Times Best Seller list for two years, ultimately selling over one million copies and more than 245,000 copies in a single year.

One reviewer, as quoted in the *Natural Farmer*, Vol.2 No.45, states "Pliny, the ancient Roman originator of the doctrine of signatures, used honey and vinegar to cleanse the system and promote good health. D C Jarvis, MD in Folk

Medicine has re-popularized the use of honey and Apple Cider Vinegar in modern times”.

There are many different vinegars available such as:



**Balsamic Vinegar:** two Italian areas are famous for their Balsamic Vinegar – Modena and Reggio Emilia. These are controlled appellation districts as you would find in wine growing areas.

**Malt Vinegar:** an aged and filtered product obtained from the acetous fermentation of the distilled infusion of malted barley. Malt vinegar is most famous as the companion to fish and chips.



**Malt Vinegar:** an aged and filtered product obtained from



**Red and White Wine Vinegar:** can be used in salad dressings, pickling and slow food fermentation. It can also be cooked in reductions to make sauces and glazes.

**Rice or Rice Wine Vinegar:** very good for flavouring with herbs, spices and fruits due to its mild flavour. Rice vinegar is widely used in Asian dishes and is popular because it does not significantly alter the appearance of the food.

Vinegar is produced from many other organic fruits and grains. The principle remains unchanged – fermentation of natural sugars to alcohol and then secondary fermentation to vinegar.



Mary Kennedy from RTÉ's *Nationwide* visited Ballyhoura Apple Farm to record a programme on the Munster Vales and this was broadcast on 23rd May 2018. (Left to right): Breeda O'Donovan (production), Karen Noonan (accounts), Mary Kennedy, Maurice Noonan (production) and Maurice Gilbert (CEO). See <https://www.youtube.com/watch?v=FSMSZlZ6IEA>



Amanda Slattery, Ballyhoura Development CLG with Maurice Gilbert and Mary Kennedy, RTÉ's *Nationwide*.



Maurice Gilbert with Newstalk's *Down to Business* programme presenter Bobby Kerr.



Helen O'Farrell (production) and Maurice Gilbert with Francis Brennan.





Maurice Gilbert with RTÉ's Helen Carroll who presents *Ear to the Ground* at Bloom 2018.



Maurice Gilbert at the Cork Kerry Food Forum with Joe Burke, Cork Local Enterprise Office, Kevin Dundon and twins Dave and Steve Flynn of The Happy Pear.



Maurice Gilbert with the Lord Mayor of Cork, Cllr Tony Fitzgerald.



Maurice Gilbert with celebrity chef Clodagh McKenna.



Maurice Gilbert and Helen O'Farrell with Maura Derrane, RTÉ presenter of *Today with Maura and Daithi*.



Maurice Gilbert (CEO) and Donogh Raftery (Sales Director) meet Hector Ó hEochagáin at the Ploughing Championship.



Maurice Gilbert and Helen O'Farrell with Martin Shanahan of Fishy Fishy.



Celebrity chef Brian McDermott with Ilona Gilbert Daly (sales) and Maurice Gilbert.



Donogh Raftery and Maurice Gilbert with Micheál Martin TD.





Maurice Gilbert with a group of visitors to the Vinegar Vault.



Maurice Gilbert and Donogh Raftery at the International Food Exhibition in London.



Maurice Gilbert with celebrity chef Nevin Maguire.



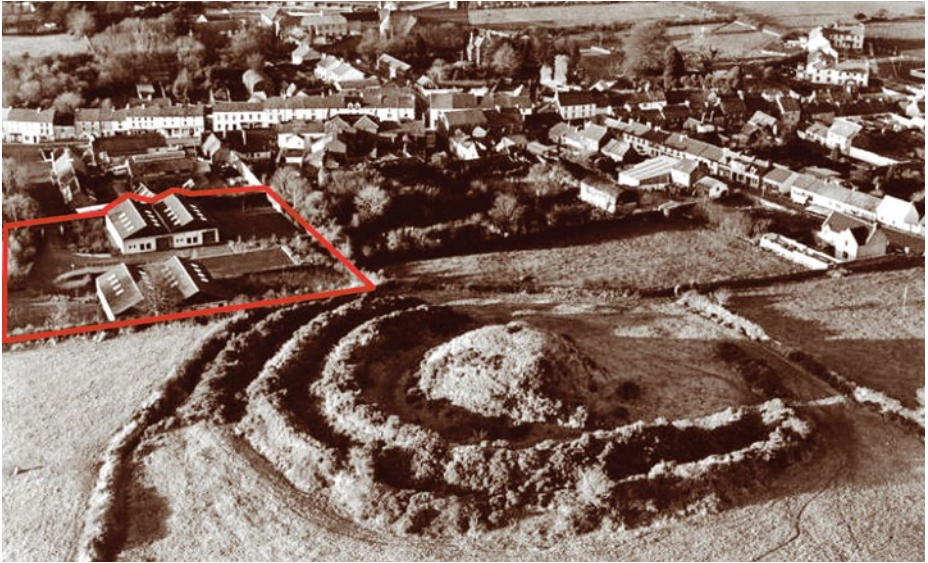
Maurice Gilbert at the Irish Embassy in London with Tara McCarthy, CEO of Bord Bia / The Irish Food Board.



International visitors to Ballyhoura Apple Farm: Lara Silveira from the Azores and Jihane Riad from France with Maurice Gilbert and Gerry Murphy.



# The Story of Druim Fingein Motte



*Ballyhoura Artisan Food Park is outlined in red*

Ballyhoura Artisan Food Park adjoins the man-made earthen motte which has wonderful views for 60km in all directions and easily explains the strategic importance of Kilfinane or Druim Fingein /Druim Elga as the settlement was called in ancient times.

Many believe that the motte was first built by the Milesian High Kings of Ireland over 3,500 years ago. The legend is that the Milesian King who ruled the lower part of Ireland had his fortress in the motte beside Ballyhoura Artisan Food Park.

Kilfinane Community Council – under the Heritage Council ‘Adopt a Monument Scheme’ – are developing an understanding of the archaeology and heritage of the motte through survey and geophysics, to better promote and protect this important monument.

# A Short History of Kilfinane

Kilfinane (Cill Fhionáin in Irish) is a market town in southeast County Limerick, Ireland. The town's name comes from the Irish words Cill (church) and St Finian, making its meaning Church of Saint Finian.



Saint Finian founded a church in Kilfinane in the 7th century. According to the Civil Survey of 1654-56, the village had 50 thatched houses and cabins, a castle, church and mill. In 1837, the parish had a population of 4,437, of which 1,752 lived in the town. The town now has a population of approximately 750 people.

Kilfinane, in the barony of Coslea, owes much of its present layout to the Oliver family. They acquired 6,500 hectares of land in this area from Sir Edmond FitzHarris when his lands were confiscated by the Cromwellians in the 17th century.





At an elevation of over 150 metres, Kilfinane is the highest town in County Limerick. It is surrounded on three sides, south, east and west, by the Ballyhoura Mountains, and on the fourth side is the Golden Vale region that runs through Counties Limerick, Cork and Tipperary.

A stark memorial stands in the Square commemorating Patrick 'Staker' Wallace, who was executed in Kilfinane shortly after the 1798 Rebellion. Wallace was a member of the United Irishmen, whose rebellion was one of the bloodiest in Irish history.

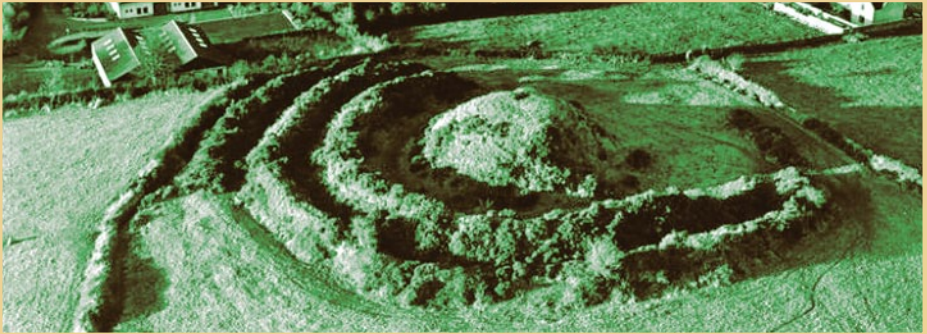


Rev John Wesley, founder of the Methodist Church, preached at the Market House in Kilfinane on several occasions between 1765 and 1789. He was invited here by the Palatine settlers.

The local St Andrew's Catholic Church is a wonderful Gothic Revival building designed in 1878, by George Ashlin, one of the best Irish architects of his generation.







Kilfinane



Ireland



Ballyhoura Apple Farm is proud to support Bord Fáilte's *Munster Vales* and the spectacular *Ireland's Ancient East* tourist initiatives

Applewood Farm Produce Ltd, registered in Ireland number 549769, trades as Ballyhoura Apple Farm. Chief Executive: Maurice Gilbert. Directors: Gerry Murphy (Chairman), Annette Lindsay and Donogh Raftery.

*An Apple a Day* was compiled and edited by Gerry Murphy.  
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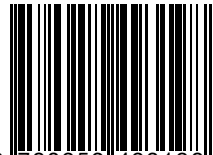
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