Poor eating link to boredom

STUDIES in the University of Limerick have found a link between boredom and unhealthy eating.

The studies were carried out with the University of Southampton and the University of Kent, and showed that the experience of boredom can lead to unhealthy eating, especially when people are aware of their own weight. Results of the studies were published recently in the journal *Frontiers in Psychology*.

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**The New Frontiers Entrepreneur Development Programme**

The New Frontiers programme is a highly successful programme providing valuable experience for entrepreneurs who have gone on to successfully enter international markets. The future of Ireland’s economy is extremely promising and programmes such as New Frontiers ensure that those with strong business ideas can gain the support where needed to build and expand, and importantly create jobs in the future. For those participating in New Frontiers, the programme has been immeasurably beneficial.

Derry Horgan, CEO of Martina’s, a handmade seafood pie company from Mallow, said that New Frontiers has been a valuable experience for their young business.

Beginning as an offshoot of the family fishmonger business, Hor- gan’s Fresh Fish, their range of recipes created by wife Marti- na are now available in 20 SuperValu stores in Cork and Limerick. Now baking 1,000 fish pies a week, they have taken on staff and say that the business is booming.

“We’re doing exceptionally well. The New Frontiers programme has helped us develop our packaging and branding as well as our business plan. Andrew and Mark Kingston are brothers from Ban- don running Group Booked, an online marketplace which connects organisers of group events with service providers.

New Frontiers has enabled them to turn a part-time venture into a full-time enterprise.

“We heard about the programme through a friend and it’s funny when you hear about something once you hear about it again and again. We came and spoke to Peter and he was extremely helpful and it’s been a massive help to us.

“We were up and running when we started the programme but this had been a part-time business but when we got onto the programme we went full time with it.

“We’ve already done more sales in 2015 than we did in the whole of 2014 so thankfully we’re quickly growing and getting a lot more service providers who want to work with us.”

Tony McCarthy from digital ad- vertising company that is based in Glanmire feels that the stamp of approval by the programme is the most valuable aspect.

“Being in the New Frontiers programme you can go to any company and say ‘I am an Enter- prise Ireland-backed company’ and it opens doors for you and en- dorses you to go on and raise more money because we’ve kind of been vetted and have gone through a process that the investors under- stand. They are much quicker to talk to us and quicker to engage with us.”

Hajni Kele creates handmade soaps at her dedicated workshop in Dungloe, she says that New Frontiers has helped her expand her business, Miana Artisan Soaps, through a number of programmes.

“Miana Artisan Soaps was born in 2012 and it’s growing ever since. I took part in the PINC pro- gramme which is a smaller-scale version of New Frontiers aimed at women entrepreneurs at the con- cept stage. I did that course and became aware of New Frontiers and was delighted to be accepted.

“This experience has been fan- tastic. Lots of changes were made to the business which have been a big boost and we had a fantastic group of people from various back- grounds and skills and it was just an amazing soundboard to be sur- rounded by that group.”

Andrew Boyle, a dairy farmer turned entrepreneur from Bally- noe agrees. Inspect 4 Hoof Trim- mers was a partner in a hydraulically oper- ated crates to enable safe adminis- tration of treatments to cows and bulls.

The New Frontiers programme has just been amazing. Since I’ve
opened for Cork businesses

joined the programme we’ve made sales in Ireland and overseas and made a load of connections. We also have a clear strategy now.

“Being on the New Frontiers programme has made me see outside of the box which has been hugely valuable in selling our product.”

A range of awards were presented as part of the showcase evening with Paul Brugger of TIC named overall programme winner.

TIC’s flagship product is BizTweet, a software that currently uses Twitter to increase a corporation’s ability to communicate automatically with their customers in real-time.

With clients including Dubai Airports and London City Airport, Brugger says that the New Frontiers programme has enabled him get first-class clients on board and become investor ready.

“I began the programme with a ready to market software which enabled me to focus on business development. During the programme BizTweet received a global award for passenger innovation in San Diego and our first client is the largest international passenger airport in the world, Dubai Airports.”

SF’s Ó Caoláin calls for timely universal free GP access

FREE GP care for under sixes must be followed by universal free GP access in the earliest possible timeframe, according to Sinn Féin Health spokesperson Caoimhghín Ó Caoláin, above.

“A WHO report from 2012 recognised that Ireland was the only EU country that did not offer universal coverage of primary care. The present Government has failed to ensure that the majority of the population that currently do not have access to medical cards or GP visit cards have free GP care extended to them,” he said.

He added that it is essential that the rollout for the rest of the population is time-framed.

Carrigaline Tidy Towns call

CARRIGALINE Tidy Towns Committee is seeking help with its goal of winning a silver award for the town in this year’s competition. Carrigaline has won several bronze awards in the national Tidy Towns competition, and this month is hoping to win a silver.

A spokesperson said this will require an increased level of attention, and the committee is asking all residents, residents’ associations, sporting groups and businesses to focus on the aspects marked in the competition.

Carrigaline Tidy Towns Committee meets regularly and work has already begun in preparation for the competition this summer. Volunteers meet each Wednesday at 7pm in the Owenabue car park.

For more, see www.carrigalinetidytowns.com/contact_us.

Treemetrics’ Alumni award

MAHON based company Treemetrics were awarded the Rubicon Alumni Award at this week’s New Frontiers Entrepreneur Development Programme showcase and awards.

The annual awards recognise companies which have made substantial progress in their commercial field and have used their new knowledge to contribute to the economic framework of the region and the country as a whole.

Enda Keane, CEO of Treemetrics, which specialises in the use of satellite imagery in forest mapping and valuation, thanked the Rubicon staff for supporting them when they were a start up on the Genesis programme- a precursor to New Frontiers.

“This is a great opportunity to thank all of the staff of the Genesis programme who mentored us," he said.

“The Rubicon was an unbelievable place.”

Founded in 2005, Treemetrics now operates in 16 countries including New Zealand, Uruguay, and Brazil.