

**From:** mng Donegal  
**Sent:** 09 February 2017 10:50  
**To:** aquaculturereview  
**Subject:** Aquaculture Consultation

Dear sir/madam,

I'm writing with concern about the vast increase use of Carrickfinn-Braade Strand for oyster farming. My business is mng - creates experiences and packages attracting American tourists to Donegal, and have been in business since 2014. The Rosses and Gweedore are the inspiration for our adventure packages, both for activity and accommodations.

I moved back to Ireland in 2013 and saw that the businesses were struggling, people were struggling and I wanted to use my skills and expertise to make a difference locally. I created a business that promotes the place as an untouched, hidden paradise on the coast of Ireland and visitors have been wildly inspired to come here. I mostly attract environmentally and eco conscious visitors. I work in collaboration with up to 15 other local businesses - between transport land and air, activities, accommodation, guides, music, food, language, bars, drivers, local storytellers - it really is a complete connection to local life for the visitor. It has been a growing success. It is a community effort and it works. mng is about Connection Collaboration and Community. The untouched and unspoiled landscape is paramount to the experience for my clients.

This vastness of oyster farming is going to cause huge problems. It is heartbreaking to be honest. All of the branding, all of the investment I have poured into photographing and videoing the area in the last three years - and now its going to be ruined with an oyster farm? Surely this does need to happen?

This is the most hopeful time in terms of tourism - and something like this is going to ruin the potential of local development that are depending on tourism. Its all about tourism here. That's all we have.

This is the third year for mng and we're introducing specialist "business retreats", attracting environmentally conscious business owners who are searching for the unique adventure this place offers. This is a lucrative market that I have been working on for the last year that if successful will bring a steady stream of visitors who will be using all the local businesses throughout the Rosses and Gweedore to make this happen.

Only yesterday morning mng were contacted by a company in Cork with US clients, looking for places for retreats, the landscape is paramount to the attraction.

The next 12 months marketing is directed towards North America, in fact on the 23rd March I will speaking at a massive conference of business owners in Florida - and showing casing Business Retreats in Donegal. Carrickfinn-Braade Strand area feature in these packages.

How can I authentically present a place untouched, unspoiled if it is going to be riddled by oyster farming? This is sustainable tourism projects for this area, its not a one off or quick fix.

Our tours use the natural resources as they are and leave them as they are. Our tours support local business and bring much needed economic benefits, there is something in mng's tours for every local business. It is without a doubt, that this oyster farm will have an impact on our specialist tours.

Untouched, pristine, coastline in a hidden corner of Ireland. Alive with culture and rich in natural resources that are unspoiled. That's what I say, what's what my clients are attracted to what I offer. To date we have attracted over 1000 visitors and this is expected to double and treble now that we are becoming known in the USA and throughout Ireland.

This oyster farm will have a devastating impact and waste the last three years of hard work and commitment to building a brand that's ethical, sustainable and eco conscious.

Not being able to use Carrickfinn-Braade Strand as a highlight of mng's tours because it will no longer represent what we stand for is beyond disappointing and unfair, and will ruin all future plans both for mng and local businesses that make our tours happen.

Does this really need to happen? Is the financial gain of one person/company more important than what I have outlined here in the letter?

Beir bua,





I've created Ireland's only Inspirational Business Retreat for Women - Gnó le Croí - Check it out here.

“Earning 5 times more than last year”

*It's funny how investing in yourself or your business can be the last thing you consider when you're business isn't doing as well as it could but that's what I did when I signed up with Moira and it's the best decision I have ever made. Three months on and I'm clearer about what I want and how to achieve it and I'm making 5 times more than last year! Working with Moira has built my confidence and self belief along with acting as my accountability partner which is priceless. 2017 is going to be my year and I can't wait. Thanks Moira.” — Siobhan Fitzpatrick, Casteye Coaching*

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