

MetroBiz

Entrepreneurial Determination



Profile: Erin Meagher

Kelapo Virgin Coconut Oil Founder and CEO

In 2009, Erin Meagher was teaching entrepreneurship classes to high school students in Pinellas County, but with a business-savvy mind and a strong professional desire, she had a longing to launch her own business and see her curriculum come to life.

A declared “foodie,” Meagher stumbled upon virgin coconut oil earlier that year as a replacement for butter and oils in cooking. She simply could not get enough of this new oil, and was using it in everything from vegetable stir-fry to blueberry muffins.

While conducting research, Meagher discovered the many benefits of virgin coconut oil, beyond the great taste. It was at that point she recognized the potential in this product and the role it would play in her entrepreneurial path. She began to spread the word about coconut oil to her

friends and family. That year, at age 26, Meagher founded Kelapo Virgin Coconut Oil, which focused on providing the market’s highest quality virgin coconut oil.

Kelapo Virgin Coconut Oil harvests their coconuts from the lush, tropical island of Sri Lanka, where their fair trade farmers collect the fruit at its peak ripeness, and extract the virgin coconut oil through a cold expeller press. This process provides a 100 percent all-natural, unrefined, certified organic coconut oil.

Meagher attributes the success of her business to the support of her family, whom she recruits often to help on projects.

“My sister tags along at trade shows to help me with behind the scenes activities,” she laughs. “My dad has even built tables for trade shows! They’re my support system.”

Meagher has become the official

voice, teaching all who will listen, about her newfound “wonder” oil. Each of Kelapo’s products is a direct reflection of her vision of commitment to wholesome, sustainable living. She takes great pride in making Kelapo’s benefits available to family, friends and customers.

“When challenges or obstacles arise, keep on your path and remember the enthusiasm and drive that led you down that path in the first place,” says Meagher on words of advice for novice entrepreneurs. “Every day is a new challenge, but when you have drive and desire, ideas are actually easy to follow through with.”

The public can purchase Kelapo Virgin Coconut Oil online at www.Kelapo.com and at various health food stores around the Tampa Bay area. For more information, please visit www.Kelapo.com.

—By Kasey Waterman