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NEWSLETTER FOR BUSINESS SUPPORTERS: JULY 2021

Dear All

Welcome to the following companies who have recently agreed to become a business supporter of the AIPP.

New business supporters include: Furlong Flooring Ltd., Frylite Ltd., Cork Airport, IRES Fund Management Ltd., ACET Cork, The Montenotte Hotel Cork. Flower Farmers of Ireland. Bee Fed Ireland, Gilead Sciences Ireland, Codec and Applegreen.

Thanks to all of you for your support.

Sarah Kelly

*The [All-Ireland Pollinator Plan 2021-2025](#), managed by the *National Biodiversity Data Centre* (a Heritage Council programme), actively addresses the time-critical biodiversity challenge. It is a shared plan of action for the island now in its sixth year, which builds on the targets within *The EU 2030 Biodiversity Strategy* and Ireland's *National Biodiversity Action Plan 2017-2021* (Objective 4), to halt and reverse pollinator decline by 2030. It is also, aligned with Bord Bia's Origin Green programme with reference to 'pollinator actions', and supports members' biodiversity targets.

1. BEE WATCH: Wool Carder Bee

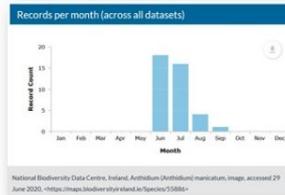
Keep an eye out for this solitary bee. It is very distinctive and can be found particularly in the South-East of the island. If you think you've spotted it submit your

sighting here: <https://records.biodiversityireland.ie/record/solitary-bees>

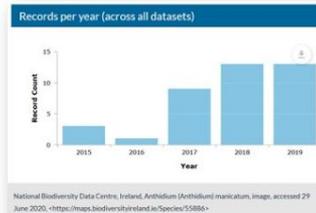
N.B. Please include a photo for validation.

The Wool Carder bee (*Anthidium manicatum*) is distinctive

Large robust bee. Distinctive yellow spots on the side of the abdomen and yellow markings on the face and legs



Usually comes out of hibernation in June and will be around until early Sept. Nest in existing cavities. Females collect hairs from plants to line their nests. Often found associated with Lambs Ear or Woundwort.



First recorded from Ireland in 2015. Spreading in the South East. Often found in gardens.

2. LIDL GOES BIG ON POLLINATORS-BIODIVERSITY

Lidl Ireland has committed to the roll out of 20 more pollinator-friendly stores across Ireland by the end of 2021, having launched their first in in Youghal, Co. Cork last summer. Lidl's Pollinator-Friendly Stores, provide optimized outdoor areas featuring; reduced mowing practices, wildflower planting, an insect hotel and pollinator-signage. These areas can look overgrown but are in fact a haven for pollinators like bees, butterflies and hoverflies. [READ MORE HERE](#)



3. KINGSCOURT BRICK - MISSION POSSIBLE

Supporters of the Pollinator Plan Kingscourt Brick, who joined in 2020, have already engaged in fantastic pollinator-biodiversity friendly actions by planting 35 trees (Alder, Field Maple, Rowan, Wild Cherry, Crab Apple) on their site in County Westmeath. But they're not stopping there. Brian Reynolds, Environmental Group Manager states; *'Our next project will be to create a meadow or area for pollinator friendly perennials – with reference to the pollinator planting code'*. Kingscourt Brick have chosen to accept the pollinator mission!



4. DATE FOR YOUR DIARY: ORIGIN GREEN BIODIVERSITY WEBINAR 22 July 2021, 1000-1100

Join the biodiversity/pollinator conversation via an online webinar on **22 July 2021** with Origin Green. This event is FREE and open to ALL interested companies.

To attend this event, please register [here](#).



An initiative by

BORD BIA
IRISH FOOD BOARD

5. WHO HAS THE KEYS TO THE LAWNMOWER?

Simply asking 'Who has the keys to the lawnmower?' is a fantastic question when reviewing what is happening on your site(s). The answer wields and yields a mighty power over food and habitat for pollinators at minimal cost to a business. By reducing the frequency of mowing, removing the cuttings and allowing the soil fertility to reduce, you will have either a clover lawn, or over time a natural wildflower meadow.

A perfect entry level to biodiversity actions.

[See here how mowing frequency influences habitat.](#) (Action 2 & 3)



6. HIVE MINDED?

Beekeeping is important, and having honeybee hives on site is worth considering. However, honeybees are **not** in decline and adding new hives

to the landscape is **not** a biodiversity action.
It is the 98 wild bees and other wild insects that need our help. [READ MORE HERE](#)



7. THE HUNGER GAPS

A bee with a full tummy is only 40 minutes from starvation. This number gives a sense of the *frequency* of food/shelter required to support our wild bees. Signing up to the '*Pledge Your Garden*' (pots/planters) initiative will provides a pitstop for pollinators preventing 'hunger gaps' while creating a beautiful, colourful environment.

THANK YOU to the further 100 people who pledged to make their gardens pollinator-friendly last month. Do tell your colleagues/friends and invite them to pledge too! [Click here to Pledge Your Garden](#) and here for [Advice and Resources Pledge Your Garden](#)



8. GET 'FIT' WITH *FLOWER INSECT TIMED* COUNTS (FIT Counts)

10 minutes to spare? FIT counts are a great way to help the *National Biodiversity Data Centre* monitor changes in pollinators. At a site(s) level, it's also a great way to track if the AIPP actions you have taken are working. How to do a FIT Count? Watch a 50cmx50cm patch of flowers for 10 minutes and count how many insects visit. The most useful counts are those that are repeated over time at the same location (or very nearby). You can use different target flowers at different times of year. See our [short video](#) on how to take part.



9. DID YOU KNOW? MAGICAL MOTHS OUR NOCTURNAL POLLINATORS

Find out more about these beautiful nocturnal pollinators in this recent blog from Ruth Wilson, our farmland pollinator officer. [Magical Moths Blog Post](#)



Magical Moths

📅 17th June 2021

Moths can be found anywhere, from the tops of mountains to the edges of sandy shores, on our farms and in our gardens. They play an important part in our landscape, interacting with many plants and animals. In Ireland, we ...

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