

Case Study



McBride Fishing is a family-run, vertically integrated company based in Downings, Co. Donegal. The company operates three state-of-the-art ‘Vivier Crabbers’, which range in size from 18-26m. These purpose-built vessels fish in grounds off the north and west coasts of Ireland and the North Sea. The business is focused on the continuous year-round supply of quality shellfish to EU and worldwide markets.



‘We are excited to increase the extent of the native hedgerow on our site and watch how it develops and grows over time. It will also be interesting to see what level of nature and number of pollinators are supported.’

Peter McBride,
Owner, McBride Fishing



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In line with the AIPP evidence-based <i>Businesses: actions to help pollinators</i> guidelines, McBride Fishing delivered the following actions on their site:	Evidence-based Action delivered:
<p>Native hedgerow planting: Two 40m trenches dug at McBride Fishing’s store and planted 60 different types of hedge into the tracks. Two trenches were dug as the site is quite open. It is hoped as the hedgerows grow the two lines will shelter each other. The trenches are approx. 1m apart. The hedgerow planting was staggered and species were mixed to make it look like a natural wild hedge row. Species include: <i>Crataegus Monogyna</i> (Common Hawthorn), <i>Prunus Spinosa</i> (Blackthorn/ Sloe), <i>Prunus Avium Salix</i> (Goat Willow).</p>	<p>Action 7 Maintain or plant a native flowering hedgerow</p>

AIPP Page Reference: *Resources for Business » All-Ireland Pollinator Plan (pollinators.ie):*

Action 7: Page 12

Future Plans:

McBride Fishing has plans this year to make two more native hedgerow tracks approx. 20m in length and add to the current hedge.

