

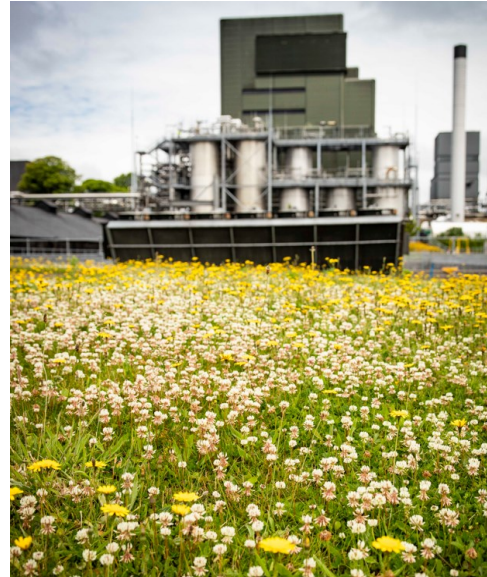
Case Study



Irish Distillers
Pernod Ricard

Irish Distillers is Ireland's leading supplier of spirits and wines and producer of some of the world's most well-known and successful Irish whiskeys. The company exports to over 130 markets and employs over 950+ people across operations in Cork, Dublin and Belfast.

Irish Distillers was formed in 1966, with a merger between John Power & Son, John Jameson & Son and Cork Distilleries Company. It joined Pernod Ricard in 1988, gaining access to investment and an extensive global distribution network.



An initiative by
BORD BIA
IRISH FOOD BOARD



PICS: Cathal Noonan Photography

At IDL Dungourney orders placed are now incoming for planting season 2024 to plant 6,200 native trees (including pollinator-friendly species) and 2,400 native shrubs. This will be framed by the existing 75,000sq/m of wildflower and clover meadows. We are making additional efforts to facilitate the regeneration of the natural Heather groundcover. In addition to the supply of nursery grown *Calluna vulgaris*, we are continuing to gather and sow seed annually from locally growing Heather.

**Louise Murphy, Environmental & Energy
Co-ordinator, Irish Distillers Ltd.**

Future Plans:

Our aim is to further increase the natural water attenuation zones by 400 sq/m with filter grasslands and wetlands, creating an additional type of habitat to the woodlands and wildflower meadows.



www.pollinators.ie



**National
Biodiversity
Data Centre**
Documenting Ireland's Wildlife



In line with the AIPP evidence-based ' Businesses: actions to help pollinators ' guidelines, Irish Distillers Ltd. has delivered the following actions:	Evidence-based Action delivered:
IDL planted its most trees ever, in 2023 installing 18,007 trees at the Dungourney site. Additionally, 3,475 native shrubs were installed to complement this new woodland.	Action 8 Plant native, local provenance, pollinator-friendly trees and shrubs
IDL increased wetland habitat with a new 800 sq/ m filter and attenuation basin to enhance biodiversity near new woodland.	Action 1 Develop a plan to protect existing sources of food and shelter
IDL planted 11,400 sq/ m of clover meadows for soil rehabilitation and pollinator benefit which will be managed moving forwards on a reduced mowing regime.	Action 5 Create a short-flowering meadow Action 6 Create a long-flowering meadow (reduced mowing)
At the more urban site in Midleton, a small orchard and new Oak trees were installed.	Action 8 Plant native, local provenance, pollinator-friendly trees and shrubs Action 9 Plant an orchard of flowering fruit trees
The Midleton site already has a large number of early pollinator bulbs. This has been supplemented with 600 no. later blooming Hyacinths with high nectar value.	Action 12 Plant pollinator-friendly bulbs
Our bee lodges installed in 2021 in both Midleton and Dungourney have proven to be a great success.	Action 16 Provide nesting habitat for cavity-nesting solitary bees
The Environmental & Energy department in Midleton has communicated the newsletter both electronically and on notice boards and engaged a consultant landscape architect and ecologist to contribute with articles.	Action 26 Promote the All-Ireland Pollinator Plan to employees



AIPP Page Reference: [Resources for Business » All-Ireland Pollinator Plan \(pollinators.ie\)](#)

Action 1: Page 7

Action 5 & 6: Pages 9 & 10

Action 8: Page 13

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