## **Case Study**





Lee Strand is a cooperative society owned by its farmer shareholders located in Tralee, County Kerry. For over a century it has been producing the highest quality milk, supporting the community and protecting the environment. It employs over 100 people across its various business units.



An initiative by **BORD BIA**IRISH FOOD BOARD



' Lee Strand sponsored 10,000 school journals (primary level) throughout County Kerry for the school year 2023/24. Two pages of the journal were devoted to introducing primary school children to pollinators and what they can do to help, guided by advice from the AIPP.'

> Caroline Sugrue, Environmental Department, Lee Strand

## **Future Plans:**

Lee Strand intends to introduce Flower Insect Timed (FIT) Counts to our staff this year and carry out training on same.







www.pollinators.ie

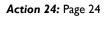


| In line with the AIPP evidence-based ' <u>Businesses: actions to help polling-</u><br>tors' guidelines, Lee Strand has delivered the following actions:  | Evidence-based Action delivered:  |
|--|---|
| <ul> <li>Lee Strand continues to monitor area size 310m2 within its site boundary which has been planted with pollinator-friendly flowers.</li> <li>Our 1000m length of existing dry-stone wall is protected and is not sprayed. Ivy has been left to grow on parts of the wall to provide food for pollinators adjacent to shelter/nesting site.</li> <li>We left a section of site boundary to grow wild with brambles and nettles close to a dry-stone wall.</li> </ul> | Action 2 Develop a plan to<br>protect existing sources of<br>food and shelter                                   |
| We continue to maintain an area of 28328m2 as a (reduced mowing) long flowering meadow-I grass cut and lift per year. We have also reduced mowing in our carpark area and along our boundary site.   | Action 6 Create a long-<br>flowering meadow<br>Action 5 Create a short-<br>flowering meadow<br>(reduced mowing) |
| We have eliminated pesticides, except for spot spraying when necessary.  | Action 18 Reduce pesticide use  |
| Introduced pollinator friendly plants in all plant containers and hanging baskets.   | Action 13 Add pollinator-<br>friendly bedding plants to<br>containers and hanging bas-<br>kets                  |
| Lee Strand sponsored 10,000 school journals (primary level) throughout County<br>Kerry for the school year 2023/24. Two pages of the journal were devoted to in-<br>troducing primary school children to pollinators and what they can do to help,<br>guided by the AIPP.  | <b>Action 24</b> Sponsor pollinator activities in your local area   |

## AIPP Page Reference: <u>Resources for Business » All-Ireland Pollinator Plan (pollinators.ie)</u>:

Action 2: Page 8 Actions 5 & 6: Pages 9 &10 Action 13: Page 15

Action 18: Page 18









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