

# 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



PIC: Steven Falk

‘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.



In line with the AIPP evidence-based ' <a href="#">Businesses: actions to help pollinators' guidelines</a> , Lee Strand has delivered the following actions:	Evidence-based Action delivered:
<ul style="list-style-type: none"> <li>Lee Strand continues to monitor area size 310m<sup>2</sup> 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>	<p><b>Action 2</b> Develop a plan to protect existing sources of food and shelter</p>
<p>We continue to maintain an area of 28328m<sup>2</sup> as a (reduced mowing) long flowering meadow-1 grass cut and lift per year. We have also reduced mowing in our carpark area and along our boundary site.</p>	<p><b>Action 6</b> Create a long-flowering meadow <b>Action 5</b> Create a short-flowering meadow  (reduced mowing)</p>
<p>We have eliminated pesticides, except for spot spraying when necessary.</p>	<p><b>Action 18</b> Reduce pesticide use</p>
<p>Introduced pollinator friendly plants in all plant containers and hanging baskets.</p>	<p><b>Action 13</b> Add pollinator-friendly bedding plants to containers and hanging baskets</p>
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AIPP Page Reference: [Resources for Business » All-Ireland Pollinator Plan \(pollinators.ie\)](#):

**Action 2:** Page 8

**Actions 5 & 6:** Pages 9 & 10

**Action 13:** Page 15

**Action 18:** Page 18

**Action 24:** Page 24

