

Case Study



Ballygowan is Ireland's No. 1 locally sourced Natural Mineral Water bottled in Newcastle West, County Limerick.

Part of the Britvic group sites in Ireland, Great Britain, Brazil and France export to more than 100 countries around the world.



An initiative by
BORD BIA
IRISH FOOD BOARD



PIC: Trish Feury

'We are focused on evaluating, protecting, and enhancing biodiversity on our site and are not engaged in the sowing or gifting of wildflower seed mixes. Instead, we are working on nurturing our wildflower meadows and verges, through reduced mowing, to encourage great pollinator food sources such as Dandelions and Clover.'

**Trish Feury, Operations Support
Manager, Ballygowan**



PIC: The Ballygowan Biodiversity Team Credit: Trish Feury

Future Plans:

Ballygowan will expand in the coming year upon on-site mapping ([Action 1: Page 7](#)) as part of their plan to identify species across the site.





In line with the AIPP evidence-based ' Businesses: actions to help pollinators ' guidelines, Ballygowan (Britvic) has delivered the following actions:	Evidence-based Action delivered:
We put into action our plan for managing long flowering meadows. We also took the step of expanding on the area growing it from approx. 2723m2 to 22,941m2. The meadows were allowed to grow all year with cutting and removal of cuttings taking place in September. We let Dandelions (and Ivy) bloom across the site as great pollinator-food sources.	Action 6 Create a long-flowering meadow (reduced mowing)
Our wild scrub area was becoming overgrown. We cut the canopy back to allow more light into the area which resulted in fresh growth and a visible increase in naturally generating wildflowers.	Action 1 Develop a plan to protect existing sources of food and shelter
Employees - On site Weekly Team Brief communicating to employees our continued Biodiversity Plans and actions and in May a company-wide 'Let's Talk Biodiversity' was conducted.	Action 26 Promote the All-Ireland Pollinator Plan to employees
Local community - engagement with the local NCW Tidy Towns (equipment sponsorship) and in return bird boxes for the Ballygowan site provided the Tidy Towns group.	Action 24 Sponsor pollinator activities in your local area
Suppliers - The team gives regular updates to the business through monthly Supply Chain updates.	Action 23 Promote the All-Ireland Pollinator Plan to suppliers

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

Action 1: Page 7

Action 6: Page 10

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