Case Study

Joseph Brennan Bakeries is a family owned and run business which was established over 50 years ago. It wholesales and distributes a range of bread products. It is country's third largest grocery brand and exports to over eight countries across the world.

Origin Green IRELAND

An initiative by
BORD BIA
IRISH FOOD BOARD

'We have become *impact partners* with Steppingstones Forests and had a 'soil preparation' day on a school site in Tyrellstown for tree-planting of up to 500 native pollinator friendly trees. This will bring us to a total of 1000 native pollinator-friendly trees planted to date and we will continue to plant more trees and get even more involved in the coming year to play our part for biodiversity and the wider community.'

David Brennan, Joseph Brennan Bakeries

Future Plans:

We have chosen **pollinator-friendly trees rather than** wildflower seed sowing or honeybee hives/an apiary; neither of which are evidence-based actions.

All-Ireland
Pollinator Plan
www.pollinators.ie

National Biodiversity Data Centre
Documenting Ireland's Wildlife

In line with the AIPP evidence-based '*Businesses: actions to help pollinators' guidelines*, Joseph Brennan Bakeries has delivered the following actions:	Evidence-based Action delivered:
We have become *impact partners* with Steppingstones Forests and had a 'soil preparation' day on a school site in Tyrellstown for tree-planting of up to 500 native Irish pollinator-friendly trees. A further 500 have been planted in other locations.	**Action 8** Plant native, local provenance, pollinator-friendly trees and shrubs **Action 24** Sponsor pollinator activities in your local area
We have put up signage throughout both of our sites to educate staff around the importance of biodiversity and how they can play a role in their own gardens at home.	**Action 26** Promote the All-Ireland Pollinator Plan to employees
The money we have donated will go towards the education of school children around biodiversity.	**Action 24** Sponsor pollinator activities in your local area

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

Action 8: Page 13

Action 24: Page 25

Action 26: Page 26

www.pollinators.ie