

# Case Study



Shannon Vale Foods is a family-owned company dedicated to the production and manufacturing of quality poultry products. Shannon Vale Foods was established over one hundred years ago. The current management team are the fourth generation of the family in the business. Shannon Vale Foods are committed to developing their business in a sustainable manner, ensuring that future generations can continue to produce quality food in a sustainable and environmentally friendly way.



Common Carder bumblebee on site at Shannon Vale Foods PIC: Michelle Cullinan-



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

‘We are proud to support the *All-Ireland Pollinator Plan* and we also got great enjoyment and satisfaction while doing so. We created a long wild meadow through reduced mowing and elimination of pesticide use. We also created a pollinator friendly zone by planting a range of *All-Ireland Pollinator Plan* recommended flowers. We loved seeing the initiative beautifying our area while also helping to play a crucial role in sustaining the local ecosystem.

**Michelle Cullinane, Health & Safety / Environmental Supervisor, Shannon Vale Foods**

## Future Plans:

We will maintain our policy on No Pesticide Use in our meadow. We will also continue to ensure our pollinator friendly zone stays blooming and is a place where pollinators can thrive. We will also promote ‘No Mow May’ with our employees.



[www.pollinators.ie](http://www.pollinators.ie)



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



In line with the AIPP evidence-based ‘Businesses: actions to help pollinators’ guidelines, Shannon Vale Foods has delivered the following actions on third party sites and their own site.	Evidence-based Action delivered:
Designated 18765m2 to create a naturally regenerated long wildflower meadow through reduced mowing (once a year).	<b>Action 2</b> Develop a plan to protect existing sources of food and shelter <b>Action 6</b> Create a long-lowering meadow ( <b>reduced mowing &amp; lift cuttings</b> )
We have planted a range of AIPP recommended pollinator friendly flowers in pots and hanging baskets including Bidens, Bacopas, Nemesia Rose, Nemesia Blue, Peruvian lily, Dahlia, Heather & Honeysuckle climbers.	<b>Action 11</b> Plant pollinator-friendly perennials <b>Action 12</b> Plant pollinator-friendly bulbs <b>Action 13</b> Add pollinator-friendly bedding plants to containers and hanging baskets
We have eliminated pesticide use in our designated long wildflower meadow.	<b>Action 18</b> Reduce pesticide use
We raised awareness about Pollinators. <ul style="list-style-type: none"> <li>• We erected a pollinator-friendly zone sign, using the AIPP signage template, next to the area where we planted the pollinator friendly flowers.</li> <li>• We also raised awareness within our workplace including promotion of World Bee Day.</li> <li>• We also encouraged all of our staff to take part in No Mow May at home in their own gardens.</li> </ul>	<b>Action 26</b> Promote the All-Ireland Pollinator Plan to employees on a monthly basis



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

- Action 2:** Page 8
- Action 6:** Page 10
- Action 11, 12, 13:** Page 14 & 15
- Action 18:** Page 18
- Action 26:** Page 26

