

# Case Study



## Wyeth Nutrition

**Wyeth Nutritionals Ireland Ltd.** commenced operations in Askeaton in 1974, and now employs over 600 people supplying infant nutrition products to a global market. Nestlé's Wyeth Nutrition infant formula plant is located in Askeaton, Co. Limerick. Nestlé Ireland is a subsidiary of Nestlé SA, the world's leading nutrition, health and wellness company. It has over 70 brands across six categories in the Irish market: beverage, confectionery, cereals, food, petcare and infant nutrition. Nestlé's iconic brands in Ireland include *Nescafé*, *KitKat*, *Rowntree's*, *Maggi* as well as *Bakers* and *Felix* petfood and SMA infant nutrition. Nestlé employs ~700 people in Ireland.



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



'We completed pollinator-friendly planting on our new Mental Health Walk on site that included Rowan Trees and raised beds with pollinator-friendly planting. We'll continue to deliver reduced mowing on site-specific areas and minimize the use of harmful pesticides.'

**Brian Shiel, Safety Health & Environment Lead, Wyeth Nutritionals Ireland Ltd.**

### Future Plans:

Year on year we will continue to retain our wildflower meadow with just a single cut and removal of cuttings. We will also continue to manage our No Mow area.



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



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



In line with the AIPP evidence-based ' <a href="#">Businesses: actions to help pollinators</a> ' guidelines, Wyeth Nutritionals Ireland Ltd. has delivered the following actions:	Evidence-based Action delivered:
<p>Retained our native woodland that now includes large bramble patches on the outskirts.</p> <p>Maintain the riverbank and riparian vegetation untouched.</p>	<p><b>Action 2</b> Develop a plan to protect existing sources of food and shelter</p> <p><b>(retain Bramble)</b></p>
<p>Retained our wildflower meadow with just a single cut and removal of cutting.</p> <p>Retained our 'No Mow' area.</p>	<p><b>Action 5</b> Create a short-flowering meadow</p> <p><b>Action 6</b> Create a long-flowering meadow</p> <p><b>(reduced mowing &amp; lift cuttings)</b></p>
<p>We completed pollinator-friendly planting on our new <i>Mental Health Walk</i> on site that included Rowan trees, raised beds with pollinator-friendly planting and a bee hotel.</p>	<p><b>Action 8</b> Plant native, local provenance, pollinator-friendly trees and shrubs</p> <p><b>Action 16</b> Provide nesting habitat for cavity-nesting solitary bees</p>
<p>Continued to minimise the use of harmful pesticides for landscape maintenance and use of organic based pesticide if required.</p>	<p><b>Action 18</b> Reduce pesticide use</p>
<p>We communicated about the pollinator-friendly actions we incorporated on our new <i>Mental Health Walk</i>.</p>	<p><b>Action 26</b> Promote the All-Ireland Pollinator Plan to employees on a monthly basis</p>



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

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