



ACCESS

Achieving Circularity in Cities through
Environmental Sustainability of Sports

50 MILES MENU

Locally sourced ingredients for lower
carbon footprint



The GAA games, as well as other events at Croke Park will never be the same, at least what concerns food and beverage and its environmental and carbon footprint!

GENERAL DESCRIPTION OF THE PRACTICE

Croke Park is the first events venue in Ireland to launch a 50 Mile Menu, featuring ingredients sourced only within a 50-mile radius of Croke Park. Businesses can choose to build their entire meeting or event around the 50-mile offering.

Croke Park Meetings & Events source 85% of all produce from within the island of Ireland, with 70% grown or produced from within a 50-mile radius of the stadium, including Croke Park's very own farm. This statistic inspired the multi-award-winning events team to develop the new menus, which serves to showcase local suppliers and give clients more choice and control when it comes to deciding how strong a sustainability focus they want their event to have.

The Croke Farm in North County Dublin is well known for providing locally grown turf to keep the pitch in top condition, but what people may not know is that the farm is also used to grow a selection of herbs and fresh fruit and vegetables for use in the stadium's menus. Croke Park has also partnered with Fingal Beekeepers' Association to have beehives to support bee and pollinator activity and produce a unique Croke Park honey. It's small scale for now, but the ambition is to grow this activity.





CHALLENGE

As part of their ongoing sustainability efforts, Croke Park has launched innovative new menus to champion seasonally inspired and locally acquired food at meetings, conferences and corporate events hosted in the stadium.

Most events now have a commitment to being as sustainable as possible, so event organisers will be eager to hear that every dish on these new menus have been given an innovative carbon 'foodprint' score, such is the level of detail and traceability put in place by the Meetings & Events team.

RESULTS

Not only will these new measures reduce food miles and lower the carbon footprint of an event, but it ensures those hosting meetings, conferences, trade shows and galas at Croke Park are serving the freshest and most seasonal produce available.

REPLICABILITY POTENTIAL

This practice is certainly replicable under certain conditions, one of them certainly being the availability of ingredients grown near enough. What is specific for this particular practice are the facilities, not only to cultivate certain ingredients but also to prepare them without needing to ship the prepared food from a central kitchen to the customers.



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This factsheet is a part of a larger collection of good practices available on the project's website

www.access-cc.eu

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The **ACCESS project** is one of the latest European projects which explores and challenges environmental sustainability and environmental management in sports. Co-funded by the European Union's Erasmus+ programme, ACCESS is looking at narrowing the gaps between the current environmental performances of sport organisations, their strategies, and practices on one side and strategies and targets of their respective cities or regions with the overall objective – making these sport organisations a reference point for sustainability in sports in their countries and turning them into replicators of solutions for achieving it.



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Co-funded by the
European Union