



TACKLE



Practice to be assessed and included in the Guidelines

Number/code: OM/E19

Title:LOW ENVIRONMENTAL IMPACT FOOD (E.G. VEGETARIAN, ORGANIC)

Guidelines section:

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management		
		<input type="checkbox"/>	<i>Context of the event</i>	<input type="checkbox"/>	<i>Procurement</i>
		<input checked="" type="checkbox"/>	<i>Event</i>	<input type="checkbox"/>	<i>Mobility and logistics</i>
		<input type="checkbox"/>	<i>Stadium management</i>	<input type="checkbox"/>	

Description:

All stadiums distributed meals before and during the football matches. Several sport and football organisations have adopted food choice to reduce the environmental impact of this activity.

One example is represented by the English football club Forest Green Rovers. In 2015, the club removed all meat and dairy products from its matchday menu and was recognised by The Vegan Society two years later as the world’s first fully vegan football club. It chose to raise awareness among supporters and players towards more sustainable lifestyles. Being vegan for the team means not only avoiding any kind of meat products or derivate, but also contributing to the reduction of the negative impacts on the environmental and animal welfare during the livestock farming. In fact, a study of University of Oxford reveals that meat and dairy production is responsible for 60% of agriculture’s greenhouse gas emissions, while the products themselves provide just 18% of calories and 37% of protein levels around the world.

Additional options suggested by the International Olympic Committee (IOC) are:

- Food sourcing to include at least 50 per cent local products;
- Food waste to be reduced by 40 per cent per meal between 2017 and 2020;
- Finished product packaging and disposable tableware to be reduced by 20 per cent per meal between 2017 and 2020;
- Vegetarian offer to be increased by 2020;
- Use of compostable tableware;
- Offer seasonal menus in order to **reduce road miles and the energy needed** for fresh produce production;
- Use food from organic farms.

Other examples:

For food procurement, organizers of Tokyo 2020 seek to reduce CO2 emissions associated with logistics by selecting seasonal food produced in neighbouring regions wherever possible, with consideration given to quality and costs.

At the Frankfurt City Marathon in 2005 a great effort was made to promote organic food. Ten companies from the health foods sector provided the complete catering for runners along the course and at the finishing line. In order to help spectators to appreciate the campaign, 130 “organic runners” participated in the race. In addition, an “Organic Mile” was created for the marathon with entertainment, information, catering and a relaxation zone. Because of its great success it is planned to make the “Organic Race” a regular feature of the Frankfurt City Marathon.

Roland Garros: in partnership with Yann Arthus-Bertrand’s Goodplanet Foundation, the FFT works with all of the tournament’s food suppliers and caterers on a three-year sustainable food plan. The aim is to provide the tournament’s audiences with more sustainable produce that is organic, seasonal, and from short distribution channels.

At the London 2012 Games a Food Vision promoted organic, fair-trade, local, MSC or Red Tractor food. Free drinking water distribution (i.e. without glasses) was ensured in the nearby of stadia. Caterers were regularly assessed also in terms of pricing benchmarking.

Environmental benefits:

Adopting a vegan diet could be the “single biggest way” to reduce your environmental impact on earth. Researchers at the University of Oxford found that cutting meat and dairy products from your diet could reduce an individual's carbon footprint from food by up to 73 per cent. Meanwhile, if everyone stopped eating these foods, they found that global farmland use could be reduced by 75 per cent, an area equivalent to the size of the US, China, Australia and the EU combined. Not only would this result in a significant drop in greenhouse gas emissions, but it would also free up wild land lost to agriculture, one of the primary causes for mass wildlife extinction. The study, published in the journal *Science*, is one of the most comprehensive analyses to date of the detrimental effects that farming can have on the environment and included data on nearly 40,000 farms in 119 countries.

The findings reveal that meat and dairy production is responsible for 60 per cent of agriculture’s greenhouse gas emissions, while the products themselves providing just 18 per cent of calories and 37 per cent of protein levels around the world.

Similarly, organic farming avoids the use of industrial fertilizers and pesticides. This means soil and groundwater remain unharmed by chemicals. Because organic farming uses mineral fertilizers from natural manure, energy which would otherwise be used in the production of industrial fertilizer is saved.

Finally, by adopting a vegan diet, football clubs such as Forest Green Rovers can also raise supporters’ environmental awareness and positively influence their lifestyle choices.

Economic benefits:

No specific data can be found on the economic impacts for sports organisations of switching to a vegan and organic diet. It is known that organic food is usually more expensive, but choosing food from organic local farmers for football match meals may rise local producers’ business and increase local employment.

Applicability and replicability potential

The measure could be replicated in every stadium and beyond. For instance, the Forest Green Rovers football club chairman Dale Vince expanded the club's mission beyond the football pitch, with a new vegan catering company for schools called Little Green Devils.

Source

[FIFA WOMEN WORLD CUP GERMANY 2011](#)(pag. 42 – 45)

[Forest Green Rovers FC](#)

[Frankfurt Marathon](#) (p. 61)

[Resource Efficient Scotland](#)(pag. 10-11)

[ECO Communication ADEME](#)(p. 33)

[IOC Sustainability Report](#)(p.47)

[French Ministry of Sport](#)(p. 21)

[LONDON 2012](#)