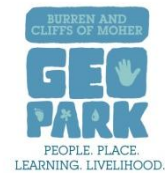


Geopark Code of Practice Case Study

Promotion Of Sustainable Transport

St. Tola Goats Cheese, Ennistymon



Click on the arrow above to
Watch the Video

Who they are: St. Tola Irish Goat Cheese is owned and run by Siobhan Ni Ghairebhith of Inagh Farmhouse Cheese Ltd, it is known as one of the premium artisan products in Ireland and has garnered an international following. Believing passionately in sustainable farming and ecotourism Siobhan has adopted policies and practices in both areas. St. Tola undertook the Geopark Code of Practice for sustainable tourism in 2014 and as a result developed a policy to promote sustainable transport throughout the business.

What they 're doing: Adopted initiatives targeted at both staff and visitors. Staffs are encouraged to travel to work by foot or bicycle and to carpool while visitors arriving on foot or by bicycle are given a 10% discount. In the daily operations of the business deliveries are combined with collections and driving routes are planned efficiently. Promoting the schemes has been key to its success, the visitor discounts are advertised through the website, social media and in promotional material and farm tours are used to emphasize to our guests how we as a business promote sustainable travel and they are encouraged to do so also. St. Tola host events on the farm to tie in with National Bike week to further promote sustainable travel and their ethos.

Developments: St. Tola have seen a number of tours in 2014 arriving on foot and by bike and have seen good improvements being made by staff in the use of sustainable transport and efficient route planning. We have recently co-ordinated deliveries, with The Burren Smokehouse to prevent an articulated truck having to come to us from Limerick once a week. With further promotional activities planned they expect to see more tourists coming on board by travelling sustainably as these are rolled out.

Top Tip: Getting involved in national events like bike week is a cost efficient and targeted way of promoting your initiatives to both staff and visitors

“The code of practise training helped us with our sustainable transport initiatives by getting us to highlight and focus on where we could improve our efforts regarding improving our sustainable travel efforts.” **Siobhan Ni Ghairebhith**, St. Tola's Goats Cheese