

part 1

by Jason Scott Maddocks

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Local Versus Global Sourcing

Introduction

This essay will discuss global and local sourcing by exploring environmental impact, freshness and quality with discussion on consumer preference throughout. Two case studies will be provided of businesses that have embraced local sourcing. Their strategies and outcomes will be highlighted. *The intro need more specific. What key theories are you going to use in this essay?*

Environmental impact

A 2017 study analysed results of sustainability assessments carried out on multiple global and local food products within different sectors of four European countries. Five dimensions of sustainability were analysed to determine the merits of local and global sourcing: Environmental, economic, social, health and ethics. The study concluded that locally sourced products outperformed global products in areas of health and socio-economic activity whilst global products outperformed local products substantially in areas of affordability and climate change mitigation (Schmitt et al/2017, pp 346-359).

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On the surface, it seems reasonable to assume that food travelling distance has a deeper ecological footprint than food produced more locally, this is not always the case. This is often a pitfall of using the food miles metric as a guide to assess sustainability. food miles are simply “the distance that food travels from where it is grown or raised to where it is

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consumed.” (Van Passel, 2013, Page 1). For this reason, some authors suggest adopting a broader perspective considering other factors of food production. Failing to do so can lead

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to an oversimplification of the carbon emissions problem and further lead to false

economizing. As an example, UK-grown tomatoes are compared with tomatoes imported

from Spain. The carbon transportation cost associated with CO2 emissions was obviously

greater with the Spanish tomatoes given the additional travel mileage to the UK, however,

the carbon emissions associated with the production of Spanish tomatoes were

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considerably lower due largely to climate conditions in the region (Coley, Howard & Winter,

2011). *Strong evidence*

Therefore, in the interest of sustainability, it would be of greater benefit to view the

total sustainability cost of food production not only in the cost of carbon emissions

associated with transportation, but in the overall economic, ecological and social cost of

food production, transportation, food marketing, food packaging and food consumption

(Van Passel, 2013, Page 1). To this end, Van Passel offers two alternatives: Enhanced food

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miles – a concept which is based upon the existing food miles framework but considers

other transport externalities such as comparing efficiency and inefficiency of certain modes

of transportation. The second option is food chain sustainability assessment, which

considers the aforementioned transport externalities but also considers other externalities

associated with production such as pesticide and fertilizer usage which often increase

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emissions drastically in the production process (Van Passel, 2013, Page 1). It should be

noted that neither of these alternatives are without issues, not least of which are both

practical and financial difficulties in collecting and collating accurate data. It should also be

noted that in concluding, Van Passel falls short of affirming either of these alternatives as

more universally suitable, rather he takes a broader approach of discussing the costs and benefits of each concept.

The discussion around sustainability has – in part – led to an increase in popularity of local sourcing. An obvious problem with a sole dependence on local sourcing is that it leads to a more restricted diet. There are simply many products that cannot be produced locally or even domestically and would need to be transported or imported. International trade and globalisation have introduced consumers to a wider variety of food items that have since being incorporated into their diets. Whilst consumer demand exists for these products, the supply will follow.

Whilst the claim that local sourcing is more environmentally friendly can sometimes be misleading, the socio-economic claims – such as the benefits of supporting local farmers and businesses – are less so. Undoubtedly, local businesses increasing reliance on other local businesses increases economic activity at least on a local level. Two examples of businesses doing this successfully are the White Dog Café and Restaurant Gordon Ramsay.

Organise ideas

Case studies

The White Dog Café in Philadelphia USA claims to be “...the first restaurant in Philadelphia to use environmentally sustainable, organic and local foods from farms within 50 miles.”

(White Dog, 2023). The café was established by Judy Wicks in 1983. Fuelled by personal conviction and consumer demand for fresh local produce, Wicks reached out to local farmers to optimise the local supply chain and ensure growth of her own business and her partners. She began a partnership with one local farmer in particular who acted as a broker

for the local Amish farming community and later shared her contacts and philosophy with

her competitors. Her business grew rapidly as consumers were attracted to her unique

business model which in turn facilitated growth in the local farming industry (Willoughby,

2008).



Gordon Ramsey is a famous proponent of locally sourced produce. He cites primarily



freshness and socio-economic reasons for this, emphasizing his relationship with local

suppliers (Ramsay, 2022). In many of his videos he also places great emphasis on an

experiential element of acquiring local links, by encouraging mentees to engage in activities

like milking cows and making cheese (Ramsay, 2010). This forms an essential aspect of his

strategy, by increasing awareness of local food produce and raising the profile of his own

business.

Whether the socio-economic benefits are sufficient grounds for most consumers to

abandon the global market is doubtful (DeWeerd, 2009, page 6-10). Other claims of local

sourcing benefits include the superiority of quality and freshness.



Quality and freshness

Firstly, the term 'fresh' can be ambiguous.

The Oxford Dictionary of English defines fresh as: "Of food or another perishable substance.

Newly made or obtained; retaining its original qualities..." (Stevenson, 2011).

Due to technological and pharmaceutical innovation, foods can be treated in several ways to

prevent decay, resist microbial attack and preserve the original qualities of the product.

Whether this amounts to preserving freshness seems a subjective interpretation. Even when

considering whether a product is 'newly made' one encounters problems. Using the example of fresh fruit – if an apple is picked from a tree and eaten immediately it can be considered fresh, but even if fruit is sourced locally it would usually be stored before sale, and then stored at home before consumption. Perhaps then it would be more accurate to state that local food is often fresher than imported food? This still may not be the case depending on logistical factors involved in transportation and storage (Keeping food fresh longer, 2001, p125).

A recent literature review sought to better understand the role of consumer perception of mangoes in their decision to purchase. Out of 1357 potential papers the authors selected 32 relevant peer-reviewed papers comprised of 27 consumer market studies and 5 consumer hedonic tests. Consumers from 21 countries including the United Kingdom were included in the papers. Using primarily quantitative research methods, the paper undertook a comprehensive analysis on the role of consumer perception in selecting mangoes to purchase. Overall, skin colour, price, size and ripeness were the most cited attributes in the

Organise ideas

consumer decision-making process, with freshness being of lower priority (Kiloes et al., 2022). This would seem to indicate that consumers prefer the quality of appearance over the knowledge that the product is in fact freshly picked from a local farm. It seems then, that the issue of freshness is often one of perception, a concept demonstrated in a recent investigation that identified underlying beliefs amongst college students about local food consumption. They generally believed local produce was fresher without being able to adequately explain why (Jung et al., 2020).

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In terms of quality, this too will depend on many factors including the expertise and

resources of the producer. these prerequisites can be applied to both local and global producers. The quality of imported food products will be to some extent determined by its border-enforced quality control measures. The UK has stringent protocols in place regulated by the Food Standards Agency which reports that nearly half of our food is imported (Food Standards Agency, 2022). There appears to be a greater risk of poor-quality imports post-Brexit largely due to a lack of enforcement resources and a recent change in import safety requirements (Sweeney, 2022). This is obviously a concern and one that could be partially mitigated by adopting a more local sourcing method, a trend that does seem to be occurring, although reasons for this seem to be more due to greater availability of UK products due to administrative and logistical difficulties in UK exports (Goncalves, 2023).



conclusion

This essay has analysed three aspects of local and global sourcing: Environmental impact, freshness and quality. When assessing the environmental impact, carbon footprint is an important factor which requires a method of quantification. Clearly there is an element of controversy surrounding the use of food miles as a metric. The food miles debate can be framed in the following way: proponents herald food miles as an easy way to take account of environmental externalities whereas opponents argue the concept leads to oversimplification and ignores other key issues of sustainability. Both perspectives have merit, although the food chain sustainability assessment would be a more comprehensive tool and therefore preferable so long as the practical and financial issues related to data collection and collation could be resolved.

The issues of quality and freshness both possess some subjective attributes insofar as they

are often perceived by underlying assumptions, appearance and sensory interpretation.

(although, some objective issues relating to quality obviously include aspects such as pest infestation and decay). Using additives, packaging, cooling methods and pesticides, products can be kept fresher for longer and consumer choice will often be determined by factors like availability and cost.

Whilst the choice to source locally seems ethical to many, and undoubtedly has socio-economic benefits, underlying assumptions regarding environmental impact, quality and freshness are not always well informed. Regardless, it appears that sourcing local when possible and sourcing global when necessary strikes a balance between these factors.



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part 1

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

61 /100

PAGE 1

PAGE 2

Text Comment. The intro need more specific. What key theories are you going to use in this essay?



Comment 1

What is the study?

QM

Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: http://www.plagiarism.org/plag_article_citation_styles.html

PAGE 3

QM

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Text Comment. delete the break (blank place)

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Strong evidence

This piece of evidence is highly relevant to your claim and presented accurately. In future responses, continue to include the most appropriate data and evidence to support your ideas.



New paragraph:

When a paragraph gets too long your reasoning may appear jumbled and confused. Paragraphs are the steps that allow your reader to make progress through your paper. Without enough steps, the argument becomes difficult to follow. Usually there are subtle shifts of emphasis within a long paragraph that can become a paragraph break. Try to figure out what your paragraph's main point is so that your reader doesn't have to.



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PAGE 4



Organise ideas

Organise your ideas in a structure that is easy to follow. First, state your topic sentence at the beginning of your response. Then, present the evidence that best develops your ideas. Finally, clearly explain how the evidence supports your topic sentence.

PAGE 5



Comment 2

Need further explanation. What is the relationship to business success and the customer preferences?



sp

Spelling error:



Comment 3

Good examples but need data support. What is the outcome of the local sourcing practice?

PAGE 6



Organise ideas

Organise your ideas in a structure that is easy to follow. First, state your claim at the beginning of your response. Then, present the evidence that best develops your ideas. Finally, clearly explain how the evidence supports your claim.



Comment 4

Good source but not convincing. Global sourcing can be fresh as well.

QM

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PAGE 7



Comment 5

It can be true but need examples an data support.

QM

Cap. Error

Capitalization

PAGE 8



Comment 6

The conclusion is too long and not precise.

PAGE 9

QM

Check references

Check this page for accuracy of referencing.



Comment 7

??



Comment 8

??

PAGE 10

PAGE 11

PAGE 12

JASON SCOTT MADDOCKS

61

ENGAGEMENT WITH LITERATURE /20

Begin your research by identifying key academic sources related to the topics of local and global sourcing, produce quality, sustainability, and consumer preferences. Utilise library resources, academic databases, and scholarly articles to ensure the credibility of your sources. You should include in text citations and a Harvard Referencing List with a minimum of 15 references.



Evidence in quality research with variable sources. It is good to provide definition with references, dictionary is a good choice. The intext-citation and referencing style are not accurate enough. Please revise the reference guidance.

12

KNOWLEDGE AND UNDERSTANDING/30

Demonstrate a clear understanding of the concepts and terminology related to local and global sourcing, including "food miles," carbon footprint, and sustainability. Thoroughly research and comprehend the environmental, economic, and social aspects of local and global sourcing, as well as the impacts on produce quality and consumer preferences. Showcase a deep understanding of the case studies you choose, highlighting the strategies and outcomes of businesses or regions that have embraced either local or global sourcing.



Very good understanding in subject knowledge but need more literature review to support your ideas. The customer preference and freshness and quality need further elaboration.

20

COGNITIVE AND INTELLECTUAL /20

Analyse information from diverse sources to present a coherent argument in favor of or against local vs. global sourcing. Use critical thinking skills to evaluate the environmental impact of both sourcing methods, considering factors like transportation, energy consumption, and waste. Apply critical reasoning to explore the influence of consumer preferences and the "farm-to-table" movement on sourcing decisions.



Very good analysis skills. Evidence in critical thinking and own judgement. You have suggested different author opinions. Some of the analysis without enough data support and not too convincing.

14

PRACTICAL /20

Use case studies and examples in your essay to demonstrate local vs global sourcing in practice.



Good examples. The white dog example need further evaluation. It is too general. The Gordon Ramsay's example need data support. What is the feedback from the customers / public?

10

TRANSFERABLE & PROFESSIONAL/10

You should write this assignment in essay format, provide your student name, number, module name and module code and assignment title.

You should use a font of Arial 12 point. Justify your text, in order for your essay to look professional. Use 1.5 line spacing throughout the document. Spelling and grammar should be accurate.



The text should be justified. The organization and presentation of the essay has a room to improve. You need to read more academic journal to improve academic writing skills.

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