

Produce, Provenance and sourcing

by Mia Rees

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University Wales Trinity Saint Davids

Hospitality and Tourism Management



International Gastronomy and Management BA (Hons) Degree

Local vs. Global Sourcing

Essay Writing

Unit 4



Produce, Provenance and Sourcing BMGM4005

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Lecturer: Ben Chong.

27th October 2023

Introduction

Produce, Provenance and Sourcing are the focus of this essay. They are integral to the hospitality industry throughout the world and are fundamental to the way businesses attain products for consumption through supply chain management. This essay will consider the important impact of environmental and sustainability factors on supply chains and how these affect the way a business operates day to day. This essay will also consider how customer preferences regarding local and global sourcing impacts business operations.

Support

Main body

The Cambridge dictionary states that “produce is to make something or bring something into existence (Dictionary, C/ 2023). They used the following example, “France produces a great deal of wine for export (Dictionary, C/ 2023). Other examples might include fresh, agricultural products like fruit and vegetables which are designed into dishes for customer consumption (Chong, 2023). Provenance refers to the history and lineage of produce. It maps the geographical location of produce, how they came about and how they changed over the course of history (Chong, 2023). Lastly, sourcing means selecting the ingredients, products, and equipment for successful business operations, ensuring product quality, safety and sustainability (Chong, 2023).

Improper Citation

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For a business to succeed it needs products delivered to the premises to create the desired cuisine. The business will need a strong supply chain embedded into its working practise to ensure efficiency. The supply chain concept is defined as the process of raw materials traveling through each stage of production until it finally reaches the end customer(Santagate, 2018). Simchi-Levi et al.(2004a,2004b:14)) stated that “supply chain management is a set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouses and stores, so that merchandise is produced and distributed at the right quantities to the right locations and at the right time, in order to maximise system wide costs while satisfying service level requirements” (Everett, 2016).

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Business usually use the “just in time” method meaning they order their produce when needed or when it has run out (Contributor, 2020). This is usually done each consecutive day or so depending on the business. For example, if the business was

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selling a lot of produce during service, they may need to order replenishment stock to carry on serving their customers the next day. However, this is difficult if the supplier has run out of the desired product. This is a great disadvantage. It is therefore always a good idea to have more than one supplier with the same produce. This also helps reduce food wastage avoiding food spoil. It also drives down costs as food is ordered when needed, increasing the revenue of the business. *How its affected the choice of local or global sourcing?*

Support

There are different types of relationships a business can have with their suppliers. They can be collaborative or transactional. Collaborative relationships are when multiple organisations come together to plan and execute operations for efficient running of the business. This helps improve costs and drives profits (Anon., 2016). An example of a collaborative relationship is one between McDonalds and Coca Cola. Coca Cola advised McDonalds to match their drinks with a burger or fries to create a "Meal deal" in 1993. McDonalds receive their syrup in stainless steel barrels unlike other business which receive it in plastic bags. McDonalds is their biggest customer. No one has a better deal than McDonalds which shows the strength of their supply chain. (Beech, 2023). Transactional relationships are based on a business and supplier making a deal and agreeing a cost for a product. Once payment is made the transaction is complete (Tsai, 2020). An example of a transactional relationship is a business purchasing pumpkins for 'Halloween'. The business does not need a continuous supply. The purchase is for a specific period only.

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The biggest debate when considering produce, provenance and sourcing is whether to buy produce locally or globally taking into consideration sustainability and economic factors. Locally sourced products are when ingredients are grown in proximity to the business. Locally grown produce is the 'distance travelled between the place where food is grown or made and place where it is eaten', formally known as 'food miles' (Dictionary, 2023). This is environmentally advantageous as it significantly reduces carbon footprint emissions. Mike Berners-Lee stated that carbon footprint is the 'sum total of greenhouse gas emission that had to take place in order for a product to be produced or for an activity to take place' (Mulvaney, 2022). Locally grown produce can range between 5 and 400 miles. It solely depends on what the businesses consider 'local' (Nisbets, 2023). Locally produced food is more likely to be nutritious as it does not need chemical injections to help with storage or increased shelf life (Kileen, N.d.). Consumers receive produce fresh and quickly with less risk of external bruising or

damage from transportation. It is said that 'the use of local foods may add to the perceived authenticity of the restaurant experience as well as wider experience of the destination'. (Smith and Hall 2003:248) (Everett, 2016). In the UK, 2/3 of customers have chosen to buy closer to home leading to a 63% rise in spending at specialist food and drink stores regenerating money into the community (Butler, 2021).

Sourcing produce locally decreases the number of gasses being leaked into our atmosphere which could cause serious health problems in future. This also decreases the cost of fuel as produce does not need to be shipped or imported. It creates job opportunities for local farmers who produce and sell \$9 billion of local food to customers in 2020. (Kileen, N.d.) (Survey, 2020). In turn, this enables farmers to purchase expensive specialist equipment to streamline local operations (Long, 2020). However, disadvantages are that locally sourced produce can be more costly which may impact budgeted expenses and revenue of the business. Variety in the UK can be very limited as our climate is dynamic and does not allow growth of fruit like mangos or bananas, which are imported globally. There may also be failures in crops, meaning less produce is grown. Crop delivery may be unreliable and inconsistent (Palazon, 2021). Nerveless, 93% of people said they would be willing to pay extra for products made in Britain (Williamson, 2018).

The Grove of Narberth sources food locally by growing lots of ingredients in their 2-acre gardens, full of vegetables, herbs, and flowers for decoration. They also source foods from farmers, fishermen, butchers and artisan producers within a 50-mile radius. This shows us how sustainable they want to be and how they consider the effect global sourcing can have on the environment. There are also 'four beehives' which contribute to home grown honey which is available on the premises (Agency, 2023).

Marks and Spencer have a combination of both global and local sourcing. Their example of locally sourced product is their meat produce. The product label tells you where the meat comes from and the exact animal. This is a huge achievement giving customers clarity about what meat they are eating and where it came from with added reassurance that its 100% British (Spencer's, n.d.). A country we source global ingredients to create dishes that are unusual and unique. However, this does have consequences on factors like price and economic welfare. Global sourcing is when produce is being sourced across international boundaries. For example, coffee beans,

spices, and rice grains. Global sourcing is more damaging to the environment as it utilises planes and food containers, that release gasses into the air, when importing ingredients into the UK. There are a huge variety of ingredients available, due to increase knowledge and technological advances in different countries. Buying outside the UK can be a lot cheaper with bigger companies making larger volumes more efficiently. Although disadvantages can be increased tariff costs and delayed delivery times, language barrier issues and government regulations that can stop or delay businesses getting the products needed for successful operations (Das, 2020).

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Furthermore, customers have become increasingly aware of issues like sustainability, questioning businesses on where they source produce and if animal welfare is of good standard. Consumers may be concerned whether produce is organic or free range, asking if animals are free to roam and not kept in stressful conditions. Customers may question whether there are pesticides given to animals that will translate into the foods they eat or whether meat has been genetically modified. For example, has the meat been injected with fat or water to increase its weight. Is the meat of a proper and true standard or has it been reformed using meat glue (Chong, 2023). These are just some considerations customers expect a business to have made when eating at a restaurant. The business needs to know all of this when sourcing produce ensuring business customers get best quality throughout the dining experience. The World Commission on Environment and Development described sustainability as the 'Development seeking to meet the needs of the present generation without compromising the ability of future generations. (WCED,1987:46 Everett,2016). Customers also love to see produce that is grown locally such as in house production. This adds to the quality and satisfaction of the dining experience. Nowadays it's very important to follow the dynamic market to fully understand what customers are looking for and how to generate profits that will help the business grow successfully. Contradicting this, the customer themselves can have a bad effect on sustainability and environmental factors, often travelling many miles or even to different countries to try different cuisines. However, this problem is far from the worst as customers generate massive profit revenues for the food industry which helps with economic and social factors worldwide.

Support

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Conclusion

In conclusion, global and local sourcing have both advantages and disadvantages to businesses and their supply chain management. Local sourcing practises are on trend due to environmental and sustainability advantages. However, it is impossible to source everything locally due to climate changes and produce availability. Global sourcing is an inevitable reality of supply chain management for the foreseeable future.

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Produce, Provenance and sourcing

GRADEMARK REPORT

FINAL GRADE

57 / 100

GENERAL COMMENTS

It is very close to Merit.

Read the guidance carefully and focus on the requirement.

What is the purpose to demonstrate collaborative and transactional relationship in the essay? It is appreciated to do further reading, you need to link to the essay requirement. For example, customer preference (May be McDonald 's customers prefer Coca-Cola rather than Pepsi/ other drinks?)

Please read the rubric for comments.

LLR Skills Support Website:

[LLR Skills Booking \(office365.com\)](https://office365.com)

PAGE 1



Comment 1

parallel



Comment 2

Text Comment. Student:

Text Comment. Lecturer:

QM

Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.

QM

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Review how to evaluate a source's scholarship with [this quick video](#).

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sp

Spelling error:

PAGE 3



sp

Spelling error:



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Text Comment. How its affected the choice of local or global sourcing?



Comment 3

What is the benefit to McDonald?

PAGE 4



Comment 4

It is not really related to sourcing. The sources is about customer chose the stores closer to their home.



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Comment 5

What is the relationship to sustainability?



Comment 6

However, what is the survey?



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.



Comment 7

Why they adopt this strategy? What are the benefits to the business?



sp

Spelling error:



Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.



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PAGE 6

QM

Check references

Check this page for accuracy of referencing.

Strikethrough.

PAGE 7

PAGE 8

GRADING FORM: PPS

MIA REES

57

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.



When the author is the organization, use organization name in the in-text citation. e.g. (Cambridge Dictionary, 2023).

12

Do not reference your lecturer power point, unless it is published.

Minor mistakes in referencing style, please check the Harvard Reference Guidance.

Need more scholarly source.

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.



Good understanding in subject knowledge. You have explained the key theories like sustainability, local sourcing and global sourcing. However, you need to explain the importance of customer preferences.

15

Need more academic sources to support the theories.

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.



Evidence in critical thinking. You have evaluated both advantages and disadvantages of the sourcing. However, need more data/ theories support the analysis.

12

PRACTICAL /20

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



Good examples. However, you need more research to support your analysis. The example of the Grove of Narberth is good but lack of coherence to the theories. You have explained the benefits of local sourcing, however,

12

you should applied it into the examples. You should not expect the audience to figure it out.

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.



Good essay structure. You need better organization and presentation.

6

Some of the ideas are not clear. The coherence between the ideas and paragraph need to be strengthen.

Break down the long paragraph.