

Essay Final Draft

by Emily Keane

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The Benefits and Drawbacks of Sourcing Locally

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Produce, Provenance and sourcing BMGM4005

Lecturer: Ruth Taylor-Davies

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I acknowledge the use of ChatGPT (<https://chatgpt.com/>) On the 5th and 8th of February to write my notes into submission: Sustainable farming in the UK and locally sourcing in Restaurants. I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

This essay highlights the differences between sourcing locally and globally whilst discussing the quality and sustainability of produce. There will be research into the preservation of produce and how farmers show their efforts in supporting local economies and sustaining eco-friendly farming practices. This essay will also investigate factors such as the carbon footprint of global sourcing and research how seasonality affects certain produce availability. There will also be research into current food trends in gastronomy and how this has influenced sourcing both locally and globally. Research will be undertaken surrounding two restaurants in Wales that have been successful in their efforts to source locally.

Good

Defined by CIPS (2022) ¹ local sourcing of produce means ² your ingredients have come from the same region or area as your establishment. This can ³ be from local farmers or food suppliers such as outdoor produce markets. When sourcing locally there is a significant reduction in the distance your produce has travelled. NatureScot (2024) state that when local suppliers reduce the distance between the field and fork, they are reducing their food miles. The reduction of food miles helps reduce the carbon emissions created during transport.

How do you know this?

There are many key factors that restaurants must consider when sourcing ingredients, for example how locally sourcing benefits your business and reputation. When using local suppliers, restaurants are likely to receive ⁴ quality produce. Feldmann and Hamm (2015) notes it is believed that locally sourced food has a better taste and fresher quality. ⁵ When sourced locally, produce has not travelled as far and has therefore retained its nutrient value. Fresh produce will lose nutrients as time passes therefore imported goods will have a decreased level of nutrients. According to Lewis, Lawrence, and Jones (2003) the further the distance food travels the more the nutrient levels decrease.

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Chiaverina, Drogué and Jacquet (2024) ⁶ indicates many local farmers in the UK are making a conscious effort to promote eco-friendly farming practices such as using fewer harmful chemicals and pesticides. Sustainable farming aims to reduce water pollution, improve soil conservation and energy efficiency (Novelli, 2018). When restaurants support farmers that use eco-friendly farming encourages more farms to adopt

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sustainable methods. Overset (2025) states that local sourcing can often come at a higher price than global sourcing. This is because eco-friendly farming often costs more in labour costs.

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Keeping local support is also vital for boosting local economies. Granat (2023) states that small businesses help create more jobs for the local area allowing money to circulate in the community. This is because the public are encouraged to shop locally and there less money goes towards global corporations and can stay within the local area. Sourcing from domestic suppliers helps increase your revenue and the revenue of other suppliers in your local area (Biedron, 2024).

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Similarity

When sourcing produce, it is vital that restaurants consider the carbon footprint they are creating and their food miles. A study by Tandon (2022) states that fruit and vegetables account for one-fifth of food miles globally and over one-third of emissions are created by transportation. Tandon continues to say that during growth, transportation and storage produce generating carbon emissions and sourcing globally is making a larger negative impact. When sourcing locally, restaurants will reduce this impact as they will be supporting local farmers which in turn minimises the food miles traveled before reaching the consumer's plate. Charlebois *et al.* (2022) notes that there are several reasons consumers value local suppliers, for example, reduced transport costs and emissions.

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One of the drawbacks of sourcing locally is that restaurants are restricted by availability and seasonality. This can become an issue as it can limit the range of the menu.

Evidence

According to Quayside Wholesale (2024) seasonality significantly affects availability of locally harvested produce. This causes restaurants to turn to global sourcing. However, as indicated earlier globally sourced produce can be lower in quality. Eden Green (2023) highlights that the transportation process of produce is linked to the in quality. The food being shipped is often picked before optimum ripeness and is left tasting bitter or bland and having a reduced nutrient level. Crops should be harvested at peak ripeness as they are full of flavor and nutrient dense at this stage (Sandman, 2022).

7

Sourcing globally can work out cheaper, however it is a less eco-friendly and sustainable choice. Striebig, Smitts and Morton (2019) note that it is commonly cheaper to import food from across the world. According to Lorimer (2021) imported goods are cheaper due to

reduced labour and manufacturing costs. Locally sourced produce is normally harvested without using any synthetic preservatives which leads to a shorter shelf life. When imported, produce will be harvested early to ensure a longer shelf life as well as potentially being flash-frozen immediately after harvest. Kaur and Kumar (2019) highlight that preservation techniques such as freezing are viable options, whilst extending the shelf life of fresh foods. This is because the cold temperatures slow down the deterioration of the produce.

Evidence Restaurants choose to globally source their ingredients as the produce they want to use may not be available during that season. Fusté-Forné (2019) defines seasonality as the timeframe during which the product is available. They may also source globally as a variety of ingredients cannot be grown within the UK if they require a warmer climate.

By sourcing globally, restaurants can utilise specialty ingredients that cannot be sourced locally. Roland Foods (2022) states that specialty foods are higher quality ingredients that are often sourced globally. Using these ingredients can give restaurants an advantage over those exclusively sourcing using local suppliers. For example, during the winter months, restaurants using local suppliers could not offer softer fruits and berries like strawberries and raspberries.

How do you know this? There are many factors to consider when sourcing produce, such as the preference of consumers. Globally sourced produce may appeal to consumers seeking fresher produce with an increased quality whilst supporting local suppliers and ethical farming practices. Lillywhite and Simonsen (2014) state that using local suppliers can encourage consumers to dine in your restaurant. However, if consumers are looking for a larger variety and year-round availability, they may choose to source globally.

Restaurants are making a conscious effort to consider the provenance and sustainability of their produce as consumers appreciate the transparency. According to Doyle (2024) consumers care about food provenance as they want to feel reassured that their food was farmed ethically. Cambridge Dictionary (2022) defines provenance as the place of origin. The provenance of produce is significant as this refers to its origins and allows an element of traceability. This allows customers to see the restaurants' efforts to source using local and ethical suppliers. Reid and Rout (2015) state that there has been a surge in attention

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among customers surrounding the provenance of produce. The restaurant can use the history of their produce and suppliers as a selling point for their dishes.

The importance of sustainability has been a growing trend over the years, as the hospitality industry has taken steps to improve factors such as food waste and carbon footprint. Kwok, Huang, and Hu (2016) highlight that there is growing recognition of sustainability within the hospitality industry. Many restaurants have designed menus to reduce food waste and allow more elements of produce to be included in the dishes. Examples

There are many restaurants in Wales that are making efforts to utilise the suppliers local to them, for example, The Fernery restaurant located within The Grove in Narberth (awarded 4 AA rosettes). The Fernery emphasises the importance of local sourcing and in turn the quality of their menu. The Fernery (2024) mentions their strong focus on using high quality and seasonal produce to create their dishes. They also make use of their kitchen garden, using homegrown fruits, vegetables, and herbs in their dishes. Good

The Potted Pig is another perfect example of a Welsh restaurant embracing the concept of local sourcing to ensure only the best quality produce for their customers. The restaurant uses their menu to highlight the local suppliers. The Potted Pig (2025) notes that the relationships they have forged with local suppliers are important in helping present only the finest, fresh ingredients to diners. Good

In conclusion, after examining the benefits and drawbacks of global and local sourcing it is apparent that restaurants have many factors to consider. Such as cost, quality and sustainability. Global sourcing will allow restaurants more freedom to source produce year-round compared to local sourcing which is limited by seasonality. However local sourcing promotes sustainability and supports local suppliers, the community and eco-friendly farming practices. This essay has given evidence of Welsh restaurants utilising local suppliers to ensure the highest and freshest quality produce to serve their customers. Further research has shown that locally sourced produce is a popular choice among consumers as diners appreciate the transparency and honesty of restaurants supporting the economy.

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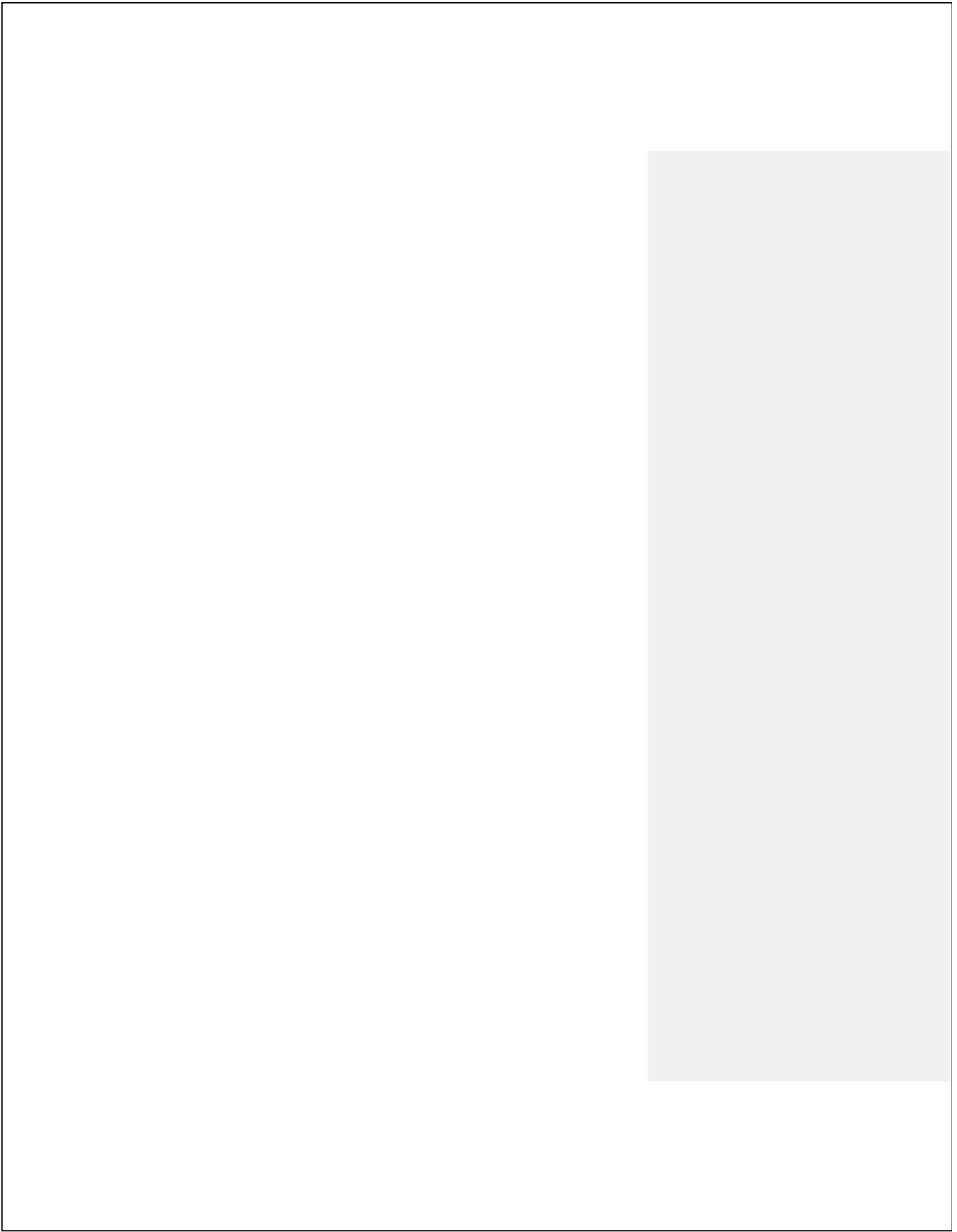
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Essay Final Draft

GRADEMARK REPORT

FINAL GRADE

70/100

GENERAL COMMENTS

Thank you for submitting your assignment.

This is of a good standard - well done.

To improve further, include more academic texts and always support statements and arguments with citations.

PAGE 1

QM

Good

good

PAGE 2

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good



Comment 1

lower case l for lower



Comment 2

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Comment 3

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QM

How do you know this?

How do you know this? Citation needed



Comment 4

avoid 'your' - say 'a' instead.



Comment 5

If all of this is supported by Hamm's writing, mention him again. Hamm also suggests...

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Comment 6

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PAGE 3

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Similarity

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Evidence

Evidence - support your work with examples and evidence.



Comment 7

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How do you know this?

How do you know this? Citation needed

QM

Evidence

Evidence - support your work with examples and evidence.

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How do you know this?

How do you know this? Citation needed



Comment 8

Be explicit - who is the 'they' in this context? Customer or restaurant?

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Examples

Give examples.



Comment 9

I'd cite them straight away.

QM

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Comment 10

A good conclusion. Well done.

GRADING FORM: PPS ESSAY

EMILY KEANE

70**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.



You have included more than the required references which is to be commended. Make sure you include some of the academic texts on your reading list. You use citations effectively. Make sure to support all statements with evidence in the form of citations.

12**KNOWLEDGE/UNDERSTANDING /30**

Demonstrate a clear understanding of the concepts and terminology related to food 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.



You show a high level of knowledge of the subject and cover the elements required in the assignment brief.

22

COGNITIVE SKILLS /20

Analyse information from diverse sources to present a coherent argument in favour 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.



You have used critical thinking skills to discuss the arguments for and against local sourcing and have drawn some strong conclusions.

15

PRACTICAL APPLICATION /20

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



You have used two case studies effectively to illustrate local sourcing in practice. I would have liked a little more detail (perhaps in an appendix)

14

TRANSFERABLE SKILLS /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.



You followed the essay format and generally wrote well. You cite correctly too.

7