

Produce, Provenance & Sourcing

BMGM4005

Week 1

Antoinette Milne

a.milne@uwtsd.ac.uk

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

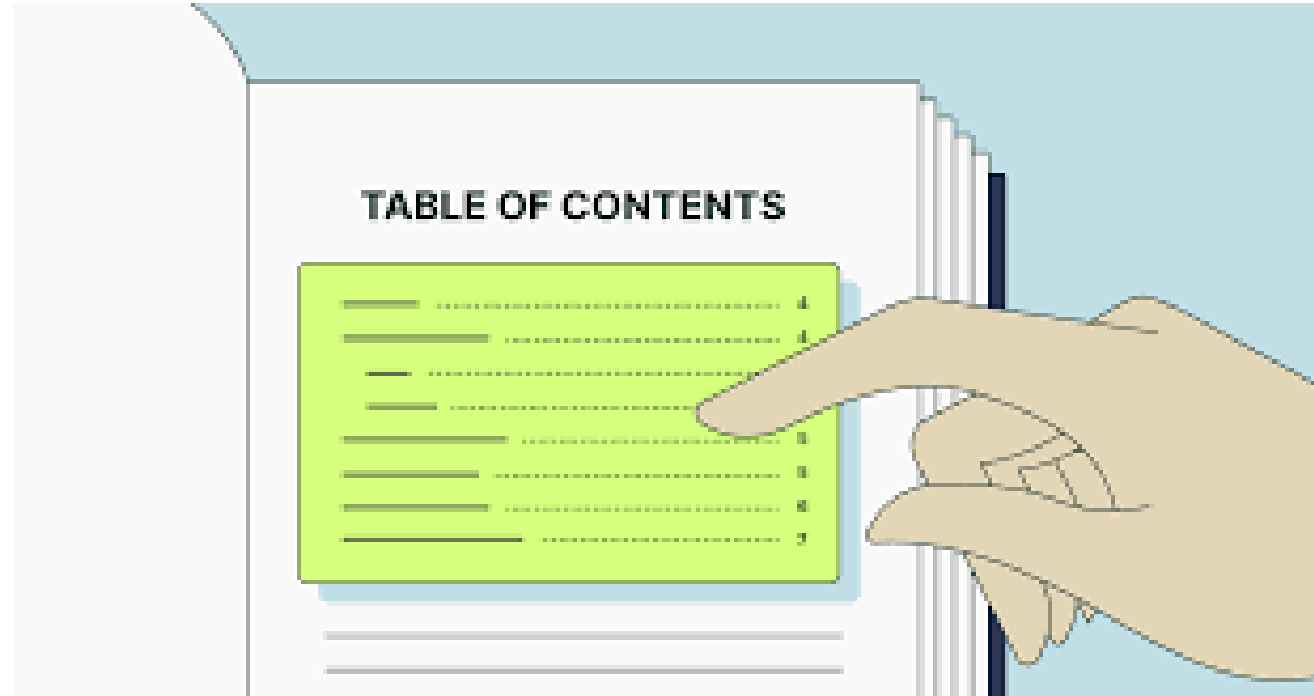
www.uwtsd.ac.uk



Today we will look at

What we mean by...

1. Produce
2. Provenance
3. Sourcing?



Upon the successful completion of this module, the student should be able to:

- Define and assess the development of business and marketing creativity regarding seasonality, provenance and established sourcing to create enhanced experiences and quality for diners.
- Understand the process and stages of sourcing, including the role of the purchasing manager, head Chef, diners' feedback, and its effect on sourcing considerations.
- Appreciate direct sourcing (producers, farmers, and fisher folk).





- Briefly introduce yourselves.
- Why did you choose Gastronomy Management?
- What do you want to learn about in this module?
- Let us know something special about you?

Activity

- What do we mean by produce?
- Give some examples of produce and producers you are aware of.



Produce in the food industry

Refers to fresh, agricultural products, primarily fruits and vegetables, that are cultivated for consumption.



Produce

“agricultural products and especially fresh fruits and vegetables as distinguished from grain and other staple crops”
(Merriam-Webster)

This can include fruits, vegetables, grains, meat, dairy products, eggs, and other items produced through farming, ranching, fishing, and other agricultural practices.



Food that is grown

A wide variety of foods can be grown within the United Kingdom, examples of these include:

- apples – which are grown in orchards (eg Bramley apples in County Armagh)
- potatoes and carrots – which are grown in fields (eg Comber Earlies in County Down)
- lettuce – which is often grown in polytunnels

In the UK we have the ideal soil and weather conditions suited to these crops, while crops like bananas require a much hotter climate (Central and South America, Africa, and Southeast Asia).



Food that is caught

Foods that are caught within the UK are fish and shellfish.



In terms of ports, the boats which constitute the sea fishing industry in Northern Ireland are mainly located in the three County Down fishing villages of Portavogie, Kilkeel and Ardglass. In Wales the fishing industry exists in Swansea, Aberystwyth and Bangor

Fish which can be caught in UK waters include: mackerel, haddock, mussels, scallops, tuna.



Food that is reared

Farming is a massive part of the economy throughout the UK.

There are two main types of farming, **intensive** and **organic**.

Intensive is usually a large scale operation where the farmer is relying on it for his income. Organic is usually on a much smaller scale where the animals and environment are the priority.

Animals that are reared for food include:

- cows – for their meat and milk
- sheep
- pigs
- chickens – for their meat and eggs



Activity



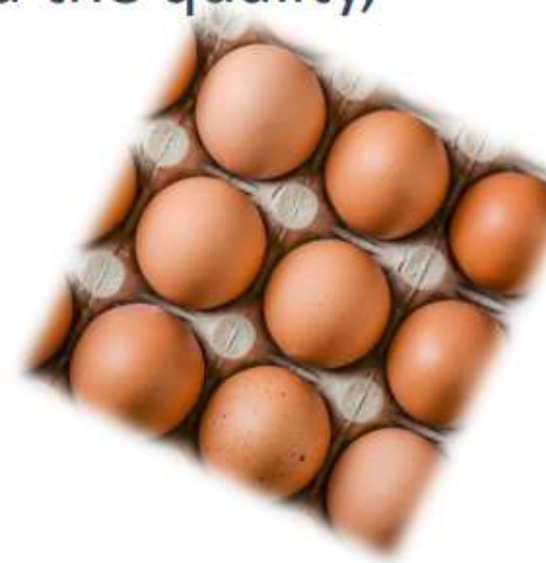
- What do we mean by provenance?
- Name a product you are aware of and explain its provenance.

Provenance

Provenance is the origin or history of a product.

In the context of food, it refers to knowing where and how the produce was grown or produced, as well as the supply chain it went through from the farm to the consumer.

Provenance is essential for consumers who want to understand the quality, safety, and sustainability of the food they are buying.



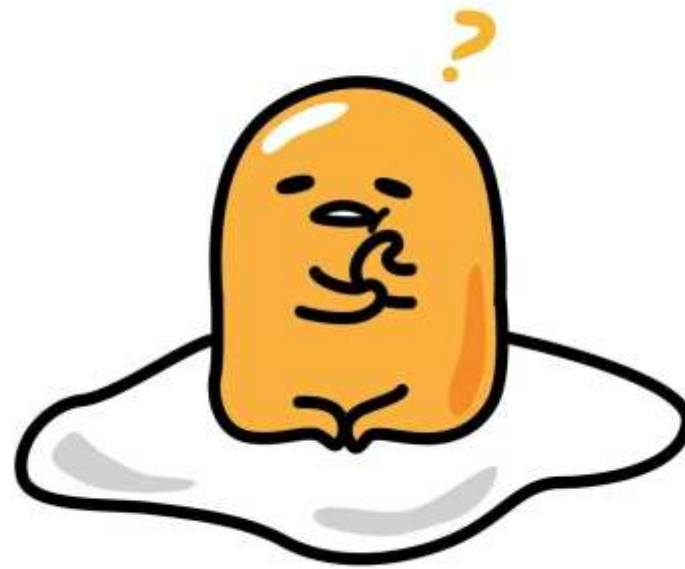
What is Provenance?

- It involves tracing the history, lineage, or chain of custody of an item to determine where it comes from, how it was produced or acquired, and any relevant details about its history.
- In the food industry, provenance often relates to the geographical location where a specific food or ingredient was grown, harvested, or produced.
- It can even refer to the farm or region where fruits, vegetables, meats, or other products were sourced.
- [Welsh products with protected GI status | Wales.com](#)



PROVENANCE
PROOF

Why do we care about “Provenance”?



© 2012 HY GAMES CO., LTD.

Key Factors in Provenance

•Origin and
Source

•History and
Lineage

•Geographical
Context

•Quality
Assurance

•Food Safety

•Transparency

•Cultural and
Culinary
Significance

•Sustainability

•Market Value

The Benefits of Eating Seasonally and Locally Grown Foods





FAIRTRADE



Activity



What do we mean
by Sourcing?

What is Sourcing?

1. According to the Cambridge Dictionary (2003), sourcing is the act of getting something, especially products or materials, from a particular place.
2. Sourcing refers to the process of finding, selecting, and acquiring the necessary materials, products, services, or goods that a business or organisation requires to operate effectively.



What is Sourcing?

3. In the context of the food service industry, sourcing involves acquiring the various ingredients, products, equipment, and supplies needed for restaurant or kitchen operations.

Good sourcing decisions in the food service industry are essential for ensuring the quality, safety, and sustainability of the items used in food preparation and service.



Sourcing

“Sourcing refers to the process of identifying and selecting suppliers and products to meet a business's needs. It involves determining the origin, quality, and cost of the products, as well as the reliability and reputation of the suppliers.”

Produce we may source include

- Meat
- Fish
- Larder
- Beverages

HUGH PHILLIPS
GOWER BUTCHER



(Bloomberg & Flynn, 2017)

Discussion

What do you think are key considerations for restaurants when they consider sourcing?



Importance of Sourcing



Scope of Product Sourcing

Selecting suppliers

- Quality
- Reliability
- Cost-effective

Negotiating contracts

- Pricing
- Delivery schedules
- Quality standards

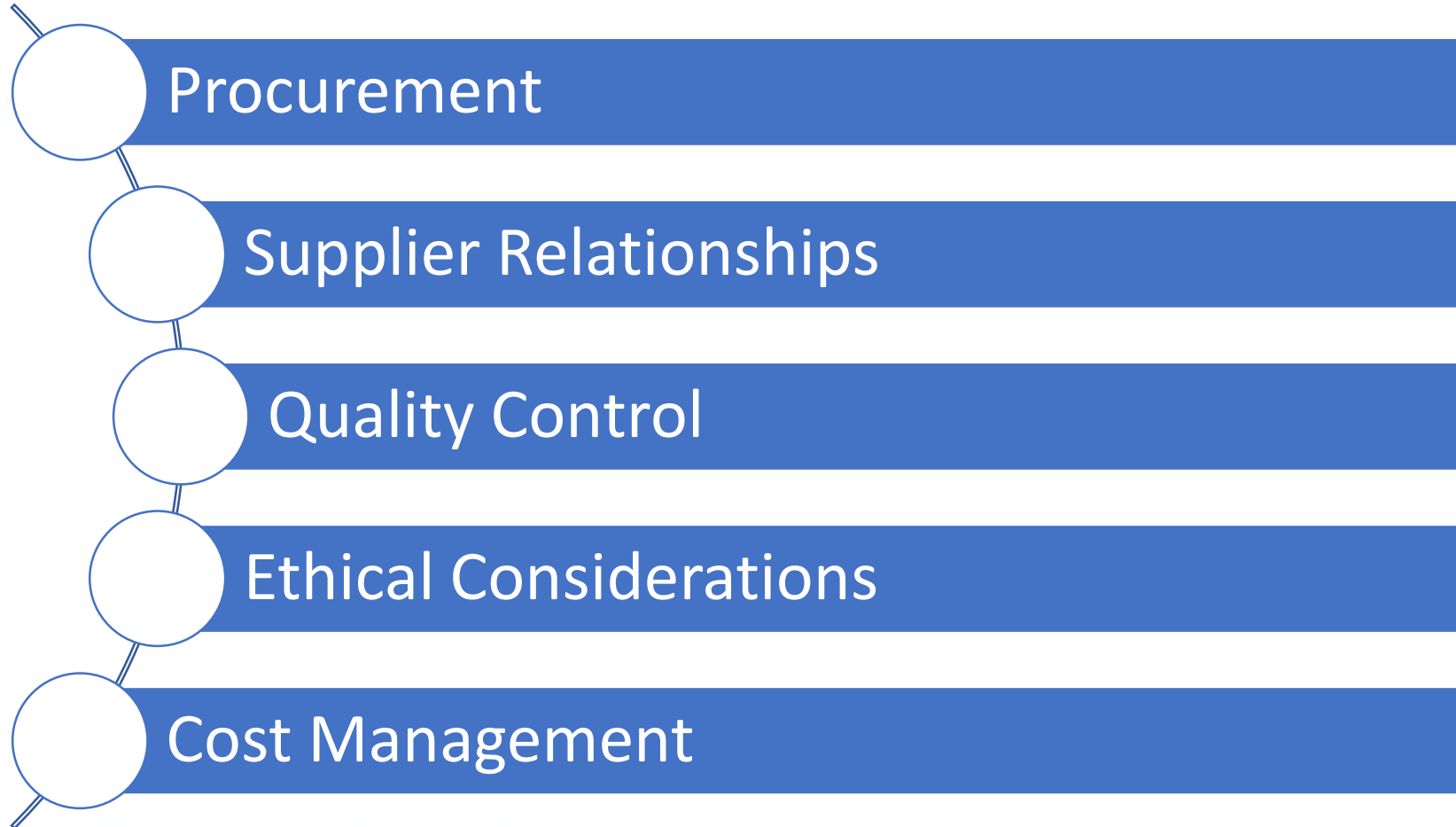
Managing the supply chain

- Tracking inventory
- Monitoring supplier performance
- Planning for disruption

Quality control

- Hazard Analysis Critical Control Points (HACCP)

The Nature of Product Sourcing



Influences on Product Sourcing

- Cost and Budget
- Quality and Freshness
- Sustainability
- Local Sourcing
- Seasonality
- Menu Concept



Other Influences on Product Sourcing

- Ethical Considerations
- Consumer Preferences
- Food Safety and Regulations
- Supply Chain Reliability
- Competition
- Cultural and Regional Influences
- Economic Factors
- Waste Reduction and Sustainability Goals
- Allergen and Dietary Restrictions
- Menu Flexibility

The Scope of Product Sourcing

1. Ingredients

1. Beverages

1. Kitchen
Equipment

1. Service
Supplies

1. Specialty and
Exotic
Products

1. Local and
Seasonal
Sourcing

**1. Supply Chain
Management**

1. Waste
Reduction

1. Sustainable
Sourcing

1. Diversity of
Suppliers

1. Technology
and E-
Procurement

1. Contract
Negotiations

1. Compliance
and Regulation

Recap

Produce are agricultural or horticultural products that are grown, raised, or cultivated for human consumption.

Provenance is knowing where food comes from.

Sourcing is the process of obtaining or acquiring the raw materials or products needed for a particular purpose

Assignment Submissions – the rules

Assignments must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.

If you submit your assignment 7 days late you **will be capped at 40%**. If you submit your assignment more than 7 days late you will receive 0.

Assignments

Assignment 1: Essay – due date

Assignment 2: Report – due date

ANY
QUESTIONS?



See you
Next time!

Reference List

Cambridge Dictionary. (2023) *Produce*. Available at:
<https://dictionary.cambridge.org/dictionary/english/produce>
(Accessed: 22/1/2025).

Bloomberg, J. J., & Flynn, B. B. (2017). Product sourcing: The backbone of procurement. *Business Horizons*, 60(2), 273-282.

Davis, B. Lockwood, A. Alcott, P and Pantelidis, I.S. (2018) *Food and Beverage Management*. 6th Edn. Routledge. London.

Tresidder R. and Hirst C., (2012) *Marketing in Food, Hospitality, Tourism and Events*. Goodfellow, Oxford

Wood, R.C. (2013) *Key Concepts in Hospitality Management*. Sage. London