

Local vs Global Sourcing

by Raluca Georgiana Chiparus Zosan

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Local vs. Global Sourcing

Name: Raluca Georgiana Chiparus-Zosan

Student ID:2239463

Course: Produce, Provenance and Sourcing BMGM4005

Lecturer: Ben Chong

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Local vs. Global Sourcing

There is an ever-raging debate on locally versus globally sourced food in the UK. Some concerns about locally sourced produce are they are fresh and high-quality, and the study puts these concerns to rest. Also, the study reviews the environmental impact of the two sources concerning sustainability and carbon footprint, specifically focusing on food miles. The study concludes with customer preferences and reviews two case studies of global vs. local sourcing. The study is crucial in providing an evidence-based guide that can help restaurants during their procurement process of either local or international products.

Definition of Terms

Food miles: The distance food travels between production to the end consumers (Drut et al., 2021, p. 128)

Improper Citation

The Freshness and Quality of Sourced Produce

Locally sourced produce is considered fresh and high-quality than globally sourced produce. Enviothen and Van den Vroeck (2021) highlight that UK local food, particularly dairy, meat, vegetables, and fruits, are generally perceived as fresh since they have limited added sugars and low processing, thus considered healthy food options. Unlike globally sourced produce, local foods are mainly fresh because the distance between consumers and producers is shorter. However, critics argue that it isn't automatic that locally produced foods are fresh or unprocessed compared to global food production. For instance, frozen or canned products can be equally nutritious or 'fresh.' ¶ However, Jackson et al. (2021) state that globally sourced produce can be considered less fresh because of their transportation, storage, and 'rejuvenation' processes. For example, Tesco globally sources bananas, but they need to delay the ripening of bananas. Therefore, the bananas are stored in a chilled environment, but when they get to the UK, they are 'rejuvenated' or 'woken up; using ethylene. The banana illustration demonstrates that bananas in the UK aren't technically 'fresh' due to their nature of processing. Locally sourced produce tends to be fresher than food that



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has been sourced globally. Moreover, when it comes to quality, locally sourced produce still has higher quality than globally sourced produce. Locally sourced produce has a higher quality due to the small distance between farm to table, and produce tends to maintain its nutritious quality (Enviothen & Van den Vroeck, 2021).^{¶} Locally sourced food also tends to have similar nutritious quality since imported agrifood produce in the UK has strict food quality requirements. The strict food requirements don't apply to locally sourced food, and the local quality concerns are based on the mutual trust of the local producers. However, this doesn't mean the food quality is poor, considering locally sourced foods' quality is maintained during production through standards and other stringent farming practices. The quality of locally sourced produce surpasses globally sourced produce during transportation because the quality is compromised due to mechanical damage (Al-Dairi et al., 2022). Global food supply chains such as storing, handling, packaging, and transportation mechanically damage fresh produce, thus compromising quality. Vibration during transportation, the surface of packaging, speed of transportation, refrigeration, and other factors are likely to distort the shape and quality of the fresh produce. Al-Dairi et al. (2022) note that approximately 20% of tomato quality is lost during transportation. The visual defects of fresh produce make them lose their quality exponentially, and abrasion can lead to the removal of fresh produce surfaces. Also, Manage et al. (2018) highlight that the transportation and storage of lettuce often lead to loss of fresh weight, phytonutrition properties, and visual quality, thus affecting its overall quality.  2

Environmental Impact of Sourced Produce

Food sourced locally allows food to be accessed easily and quickly through location-based transportation systems, mainly through surface transportation, thus reducing emissions (Striebig et al., 2019). The food or produce is transported over shorter distances, which generates less transport-related emissions (Drut et al., 2021). However, Yu et al. (2023) highlight that local food transportation in China produced more emission due to varied transportation tasks for grain-based produce, whose local emissions was 1.4 times higher than international food miles. Due to the massive distances between urban areas where food is consumed and remote rural grain production areas, the issue with food distribution in China could be attributed to the

large geographical area. Yu et al. (2023) notes that the distance between croplands and population settings is approximately 321 km. This is a different case for UK food miles. In fact, Drut et al. (2021) note that food travels relatively shorter distances in the UK, thus less transport-related emissions. On the other hand, Li et al. (2022) state that global emissions related to food transportation account for 19% of carbon emissions. In addition, the UK heavily depends on imported vegetables and fruits, yet these accounted for nearly 36% of food-mile emissions (Scheelbeek et al., 2020; Li et al., 2022). Ultimately, Li et al. (2022) acknowledge that locally produced food might produce emissions of food miles, but they can't surpass international transportation of food miles. Moreover, international food miles often entail longer distances since they must first be transported locally to their points of departure, such as airports and sea ports, before raking up further emissions from air or sea transportation.

Kinnunen et al. (2020) state that the integrity of food chains sometimes influences sustainability narratives. On the sustainability facet, Stein and Santini (2020) highlight that UK-produced local food isn't sustainable. Kinnunen et al. (2020) confirm that this isn't a local problem but a global problem since most local food production can't meet the demands of their local radius, and the dependence on specific food items from other regions is typically high. Bedford (2023) highlights that only about 58% of food consumers in the UK are locally sourced. Local food sourcing is neither resilient nor inspires confidence in food security, which has to be supplemented with supply from international markets.

Customer Preferences

Many factors influence customer preference for local versus globally sourced produce. These factors include taste and quality and environmental concerns. D'Angelo et al. (2020), in a 2020 RAND report, noted that UK customers' attitude towards locally produced foods is high, as approximately 59% of the population purchased locally due to a perception of better food quality than global produce. Secure (2023), in his piece on *The Caterer*, reported that even today's UK-based African cuisines rely on local (UK) sourcing to receive fresh produce, support the local economy, and receive high-quality ingredients. Customers believe buying locally implies that food travels shorter distances

since they believe food is less processed and are sceptical about the production process. Consequently, some customers cite the 'value-action gap,' where they consider ethical and sustainable practices of locally sourced products better than globally sourced produce. These concerns often stem from ethical issues such as sustainability, animal welfare, and ethical production among global produce. For example, Morrissy-Swan (2023) reported in the *Guardian* that UK chefs had refused to buy Salmon from Scotland because of ethical issues stemming from animal welfare during farming and sustainability of the fish.

Case Studies

The Orange Tree Bar and Grill: Local Sourcing

The Orange Bar and Grill represents a business that obtains its produce through local sourcing. According to Orange Tree (2023), the restaurant delights in “the freshest, locally sourced ingredients, expertly prepared, skillfully cooked and beautifully presented.” The restaurant delights in preparing food from local recipes by making local trips to butchers and receiving fresh deliveries from local farmers to deliver fresh homemade feeds. The restaurant collaborates with fishermen to receive the fresh fish caught using sustainable practices. They source their produce in the UK from nearby farmers, butchers, and suppliers. They offer cheap vegetarian and vegan options for environmentally conscious customers—their local sourcing results in customers enjoying fresh produce suited for the English palate. The restaurant receives positive reviews on Trip Advisor about their healthy food options with fresh, organic sources and sustainable menus. Some of the reviews on Trip Advisor commended their “Delicious, fresh food served fast,” and “The food was delicious and fresh, and as a vegetarian, I felt there were great options.” 

Support

Costa Coffee: Local and Global Sourcing

Costa Coffee is a beverage organization in the UK. Costa Coffee (2022) highlights that the organization sources its produce from local and global farms. About 73% of its produce is grown locally, and 14% comes from international farms in Australia, Morocco, and China. Costa Coffee has an ethically scouring committee that ensures its farming practices are environmentally sustainable; its operations don't

contribute to climate change and ensure social sustainability. The outcomes of ethical sourcing have made Costa Coffee a leader in Sustainable Commercial Farming (SCF), thus creating a strong brand image for being sustainable. Also, the increased transparency on its sustainability reporting has increased customers' trust in the Costa Coffee Brand. Finally, combining global and local sourcing ensures that the brewer provides fresh produce with assured sustainability in its supply chain to meet its demands.



Conclusion

Locally sourced produce seems to be of higher quality and freshness than globally sourced produce. Moreover, locally sourced produce was found to produce low food miles emission compared to international produce due to shorter travel distance. Still, local food wasn't sustainable as it didn't effectively meet local demands. Customers preferred locally sourced produce because they perceived it was fresh, promoted the local economy, and enhanced environmental sustainability. Through all merits, locally sourced produce is the recommended course of procurement for UK restaurants, but something has to be done to improve its sustainability. The Orange Tree Bar and Restaurant used local sourcing, providing fresh and quality products that improved its reputation. In contrast, Costa Coffee used a combination of local and global ethical sourcing, which enhanced its brand reputation and ensured sustainable produce procurement.

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Local vs Global Sourcing

GRADEMARK REPORT

FINAL GRADE

81 /100

GENERAL COMMENTS

Overall, it is an excellent essay. You have done a quality research about the topic.

Please read the rubric for comments.

PAGE 1

Text Comment. Submission Date:

PAGE 2



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Comment 1

prevent the use of short term in formal writing.



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 3



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.

QM

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Comment 2

Excellent quality of research and analysing. However, need a summarization.

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QM

Clarify ideas

What is it that you are trying to say here?

QM

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Comment 3

What is the coherence between local food production can not meet the local demands and sustainability?

QM

Awk.

Awkward:

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

QM

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QM

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.

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.



Comment 4

What has the positive comments proved?

PAGE 6



Comment 5

Why they adopt global sourcing? What is the outcome? Any evidence?

PAGE 7



Check references

Check this page for accuracy of referencing.

PAGE 8

PAGE 9

GRADING FORM: PPS

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81

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 excellent research with variable sources. You have suggested different authors view points. Good definition form scholarly sources. Good data support.

16

Minor mistakes in referencing format.

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.



Excellent understanding in subject knowledge. You can explain more in customer pretences.

25

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 and judgement. You have shown a level of critical thinking by explaining both advantages and disadvantages of local and global sourcing. It is appreciated to use contrary opinions.

17

PRACTICAL /20

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



Good examples to support the argument in fresh and quality.

15

Good analysis in case studies but need reference support. Also, you should make a judgement. The analysis of costa coffee is not clear enough.

Consider suggest examples to support why local producing may not sustainable.

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 layout and structure. Try to break down the long paragraph. You need to improve organization o the essay.

8

Consider to use topic sentences and reduce the frequency of the use of conjunctives.