

# International Gastronomy Management BMGM 5000 Embedding Sustainability within Organisations



International Gastronomy  
Management

BMGM 5000

Embedding Sustainability  
within Organisations

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# Aims For Today

To look at sustainability from farm to fork using case study examples.



# What is Farm to Fork?

Farm-to-fork means that the food on the table is sourced directly from a specific farm without having to go through a distributor or a store.



# EU Farm to Fork Strategy



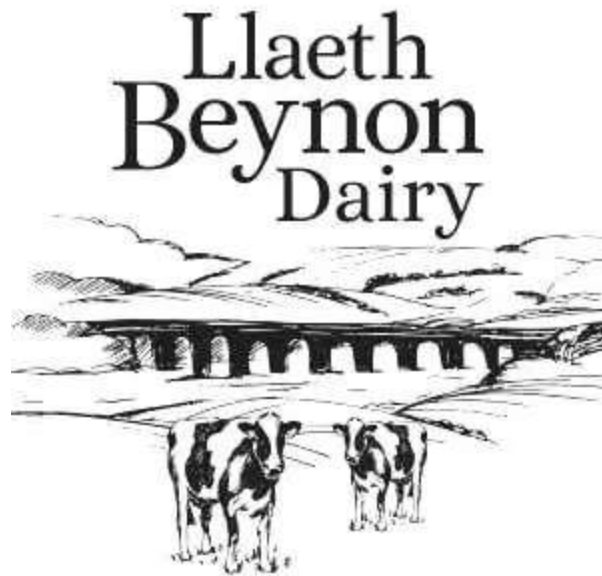
# UK Farm to Fork Summit, 2024

## Key elements

- 1: Innovation in the farming and food sectors
- 2: Skills and sufficient labour
- 3: New farming schemes
- 4: Fairer supply chains
- 5: Boosting exports
- 6: Water security
- 7: Energy security
- 8: Cutting red tape  
(Support for Farmers)



# Farm Diversification: Case Study: Llaeth Beynon



<https://www.walesonline.co.uk/news/wales-news/llaeth-beynon-dairy-milk-machine-19219374>

# “Milk, as it should be!”





Llaeth Beynon Dairy is at Llaeth Beynon Dairy.

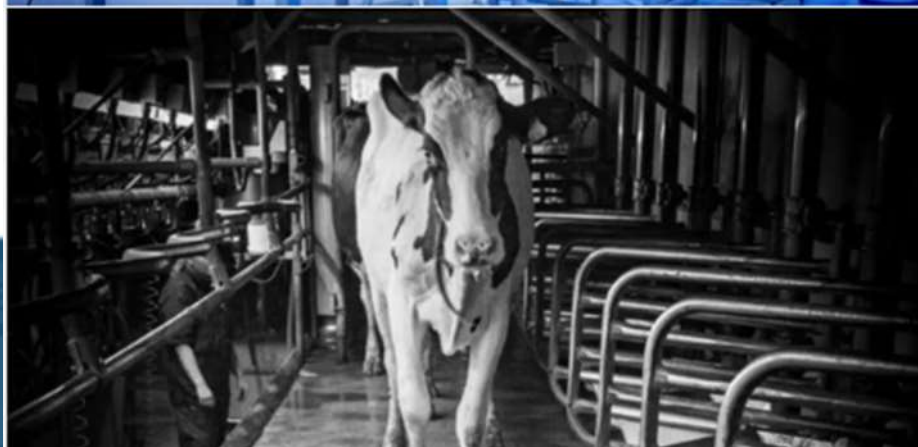
26 January · Instagram · 🌐

🥛 AS FRESH AS CAN BE / MOR FFRES A GALL FOD 🥛

Here at Goitre Fach, we pasteurise our milk daily, to the quantity required for that day. This is to ensure that every time you visit one of our vending machine locations, in either Hendy, Swansea or Ammanford, you not only have the benefit of having fresh, delicious milk, but you also have the certainty of knowing that the milk you are drinking is less than 24 hours old!

As fresh as can be 😊🥛

..... See more





Llaeth Beynon Dairy is at Llaeth Beynon Dairy.

5 d · Instagram · 🌐

Red Tractor Assured

The Red Tractor Logo is ONLY found on food and drinks which have been certified to rigorous UK standards from farms to packet.

The Red Tractor logo represents over 20 years of driving world leading British food standards. Since 2000, have worked closely with animal welfare experts, vets, agronomists and the entire supply chain to ensure that whenever you buy a product with the Red Tractor logo, it is traceable, safe and farmed with care... [See more](#)



What is Red Tractor certified??



### Locations

- 📍 **Hendy - SA14 8YL**
- 📍 **Ammanford - SA18 2LS**
- 📍 **Swansea - SA1 3LG**
- 📍 **Pembrey - SA16 0EJ**

[www.llaethbeynondairy.co.uk](http://www.llaethbeynondairy.co.uk)

Have you used these??



Where might you see this?

# Farm to Fork in Restaurants

“The farm-to-fork mantra is revered with good reason. The positives that arise from chefs working in close proximity to their ingredients are manifest in flavour, creativity, freshness and sustainability, and chefs are keen to capitalise on that.

Whether growing their own in kitchen gardens, cooking on farms or collaborating closely with market gardens, more and more chefs are not just sourcing locally but seeking greater control of their produce, its cultivation and quality. They work in symbiosis with nature to use seasonal ingredients at their freshly harvested peak”.

<https://www.olivemagazine.com/guides/best-farm-to-fork-restaurants/>

# Case Study: Pasture

<https://pasturerestaurant.com/>

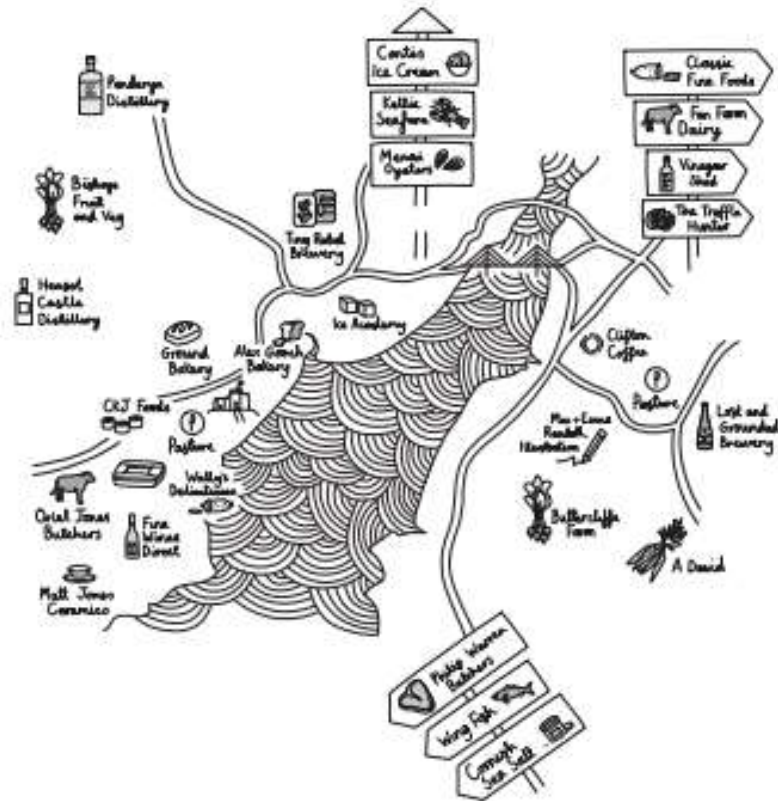


Nestled in the heart of Cardiff, in the shadows of the world famous Cardiff Castle, the restaurant is set for theater. Pasture Cardiff is a lively and energetic restaurant, with late night entertainment every weekend from our resident DJ. Our busy open kitchen showcases charcoal grills and dry aging cabinets displaying whole cuts of beef, bringing you the full Fire, Meat, Music experience.

We select our beef from farms in Wales & the South West, all which have been raised on pasture. We're proud to showcase local Welsh produce and have built great relationships with farmers and producers with more to come in the future. Our restaurant boasts a beautiful terrace in the bustling city center, perfect for alfresco dining and cocktails whilst you watch the world go by.

Croeso I Pasture

The team at Pasture work hard to source the best ingredients and products from Wales and the South West. We only select beef from farms raising their cattle on pasture which, after dry ageing on site, our in-house butchers cut fresh for each service. By choosing to dine with us you are supporting our incredible artisan suppliers and producers. We are proudly independent and proudly support independents



Why is this important?

# SUSTAINABILITY

DINING THAT DOESN'T COST THE EARTH



## FOOD WASTE

our food waste is processed through our in house aerobic digester. we are one of only a few restaurants in the UK to compost our food waste. This creates nutrient rich fertiliser for healthy soils



## BEEF

we only buy suckled beef raised ethically and sustainably in its natural environment on grass



## OUR FARM

we grow vegetables, fruit, flowers and herbs on our farm in Bristol. follow the story on instagram @buttercliffe\_farm



## FISH

we only buy fish from sustainable sources which includes MSC certified fisheries



## CHARCOAL

our charcoal is produced from the core of birch trees, a by-product from the furniture industry. our charcoal is 100% natural, sustainable and chemical free



## water

to reduce our carbon footprint we filter and bottle our own still and sparkling water. all profits are donated to local charities

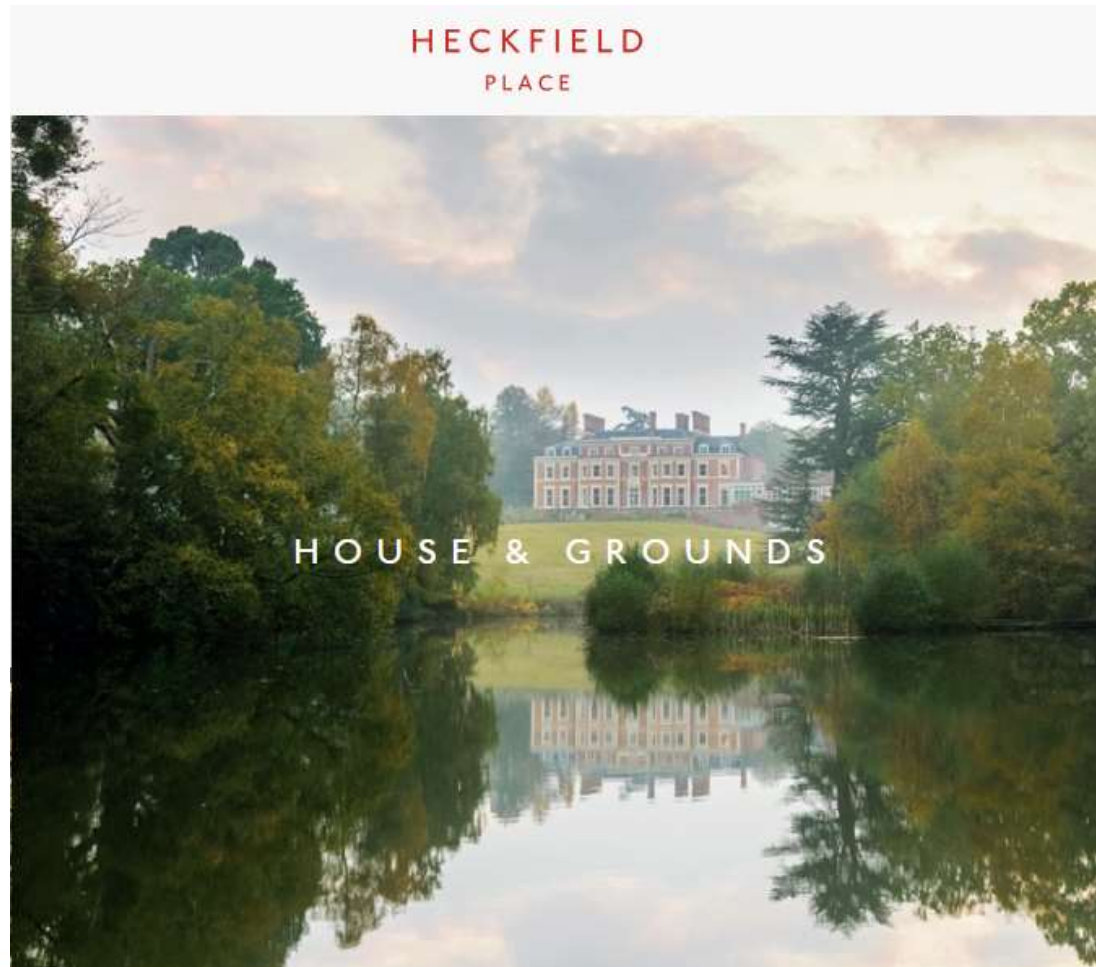


## PACKAGING

many items are delivered in reusable crates. we only print on recycled paper. we actively reduce single use packaging

# Case Study: Heckfield Place

<https://www.heckfieldplace.com/food-drink>

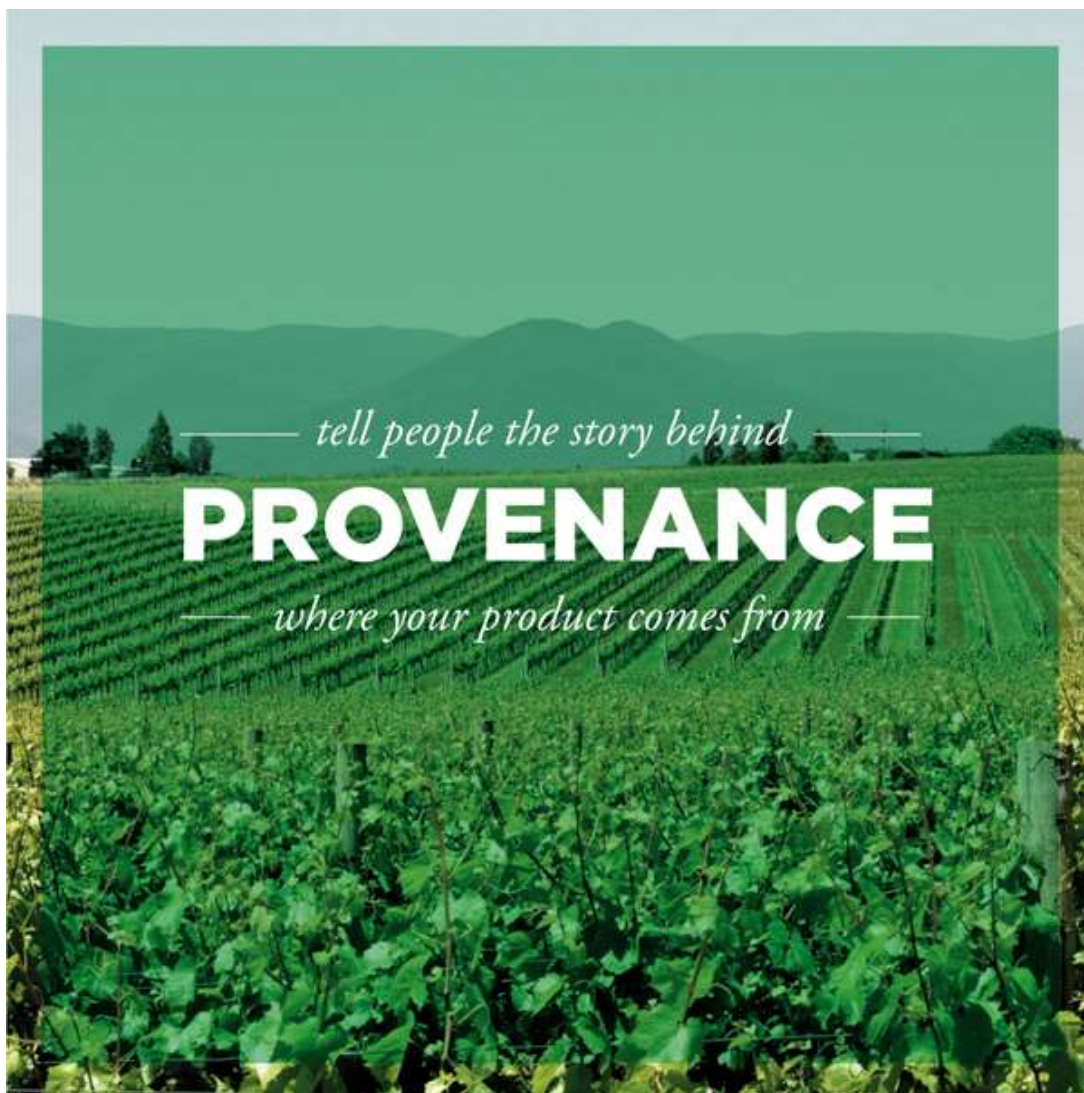


“HERE IT BEGINS WITH THE SOIL”

OUR HOME FARM, KITCHEN  
GARDENS AND ORCHARDS FEED  
MARLE RESTAURANT AND THE  
OPEN-FLAMED HEARTH, DIRECTED  
BY THE CULINARY IMAGINATION  
OF SKYE GYNGELL.

Their “menu is determined by the availability of products from our estate, and from our partners at Fern Verrow farm. Our dishes evolve as we work with nature and respond to the changing seasons”.





Why should  
we be doing  
more of  
this?

# Food Provenance

Thinking back to last year, what is food provenance and how does it link to sustainability?



# Seasonality

We mentioned Seasonality previously. How would you define it?

What are the benefits?

## THE EAT SEASONABLY CALENDAR

THESE FRUIT OR VEGETABLES ARE AT THEIR BEST, THE TIME OF THE YEAR WHEN YOU CAN ENJOY THEM AT THEIR BEST. THIS SIMPLE TOOL WILL GUIDE YOU THROUGH SEASONS IN SEASONS WHEN YOU CAN ENJOY THEM AND HOW THEY TASTE BETTER, IS BETTER FOR YOU AND BETTER FOR THE PLANET.



FOR TIPS, RECIPES AND MORE VISIT  
[EATSEASONABLY.CO.UK](http://EATSEASONABLY.CO.UK)



# Seasonality

Take a look at the following article:

[Seasonal food calendar: What fruit and veg is in season now? | GoodTo](#)



Seasonal food calendar: What fruit and veg is in season now?

Discover which seasonal foods are best to eat at this time of year...

[www.goodto.com](http://www.goodto.com)

# Group Activity

- Develop a 3-course menu based on seasonal produce.
- Think about how you would use the same ingredient in more than one dish (to reduce wastage).
- What drink/s would you pair it with?
- How would you serve it? Could you use sustainable materials?



# Gastronomy

“Gastronomy is about much more than food. It reflects the culture, heritage, traditions and sense of community of different peoples. It is a way of promoting understanding among different cultures, and of bringing people and traditions closer together. Gastronomy tourism is also emerging as an important protector of cultural heritage, and the sector helps create opportunities, including jobs, most notably in rural destinations”.

UNWTO <https://www.unwto.org/gastronomy>

# Gastronomy Tourism

“Gastronomy is one of the sectors most valued by tourists. When we travel we like to discover the local cuisine of the destination, to explore its restaurants, to taste the typical products, the traditions, and to be able to live surprising, unique and special experiences. The data show that, according to the World Tourism Organization (UNWTO), more than a third of a tourist’s spending is dedicated to food. Gastronomy has become one of the main reasons to travel”.

Guidelines for the Development of Gastronomy Tourism,  
UNWTO, 2019



Joxe Mari Aizega Director  
General, Basque Culinary  
Center

**Figure 1.2** Elements for analysing a destination's resources, products and gastronomy



Source: Basque Culinary Center.

Ibid

**Figure 1.8** Pyramid of needs and type of tourism service product



Source: based on: Tejo Alonso, D. (2016), *La nueva pirámide de Maslow: el cambio en las necesidades básicas en el siglo XXI y su influencia en el lifestyle actual* (online), available at: [www.davidtejo.com](http://www.davidtejo.com) (24-04-2019).

Ibid

# AKA Food Tourism

"Food tourism is the act of traveling for a taste of place in order to get a sense of place." <sup>TM</sup> -  
World Food Travel Association [What Is Food Tourism?](#) | [World Food Travel Association](#)



# Elements

- Sustainability
- Heritage
- Geography
- Rural/Agricultural usage and development
- Stakeholders – multidisciplinary
- Place-making potential



# Key Markets



|              |                                                                                                                                    |
|--------------|------------------------------------------------------------------------------------------------------------------------------------|
| Key Segments | Food Festivals, Food Tours, Food Museums, Cooking Classes, Wine Trails, Vegan Tourism, Producer Visits, and Local Farmers' Markets |
|--------------|------------------------------------------------------------------------------------------------------------------------------------|

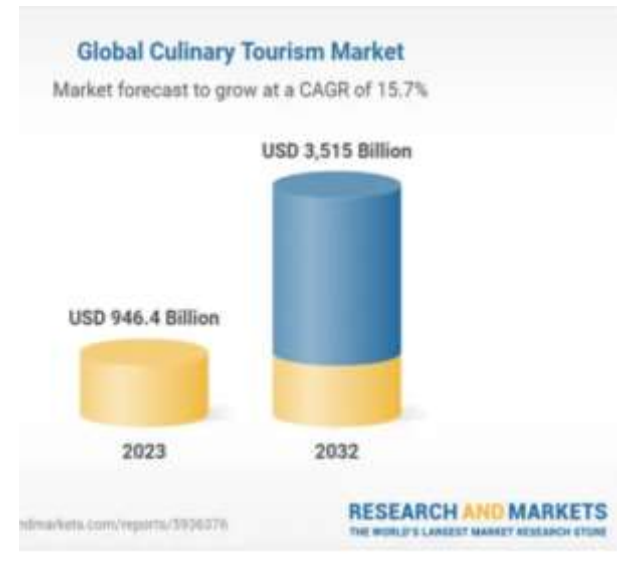
|                    |                                                                                               |
|--------------------|-----------------------------------------------------------------------------------------------|
| Key Traveler Types | Recreational Tourists, Diversionary Tourists, Existential Tourists, and Experimental Tourists |
|--------------------|-----------------------------------------------------------------------------------------------|

<https://www.globaldata.com/store/report/gastronomy-tourism-trend-analysis/>

# Value

The global culinary tourism market size reached US\$ 946.4 billion in 2023. The market is projected to reach US\$ 3,515.1 billion by 2032, exhibiting a growth rate (CAGR) of 15.7% during 2023-2032

The market is experiencing steady growth driven by the growing desire for cultural exploration and authentic experiences among the masses, increasing impact of social media on shaping travel behaviors, and rising number of destinations offering healthy, locally sourced, and sustainable dining experiences.



[Culinary Tourism Market Analysis Report 2024: Increasing Impact of Social Media on Shaping Travel Behaviors - Global Forecasts to 2032 \(yahoo.com\)](#)

# Activity

Read this article and summarise the key points in a PowerPoint slide

<https://www.linkedin.com/pulse/food-tourism-market-size-2023-growth-opportunities/>



# References and links

- [Guidelines for the Development of Gastronomy Tourism \(e-unwto.org\)](http://e-unwto.org)
- <https://www.worldfoodtravel.org/what-is-food-tourism>

I look forward to seeing you next week.

If you have any questions in the meantime,  
please send an email or a message via  
Teams.

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