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Restaurant Sourcing

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Introduction

The first McDonald UK was launched in 1974 in Woolwich in South East London. Today, there are over 1270 McDonald's restaurants in the UK, employing over 120,000 people. McDonald's offers several food items, including Burgers, Chicken McNuggets, Wraps and Salads, Vegetarian and Vegan options, Fries and Sides, Desserts, Cold Drinks, and Milkshakes and McCafe (McDonald's, 2023). I visited the McDonalds in Cardiff Culverhouse Cross on 8th November 2023 at 10 am during off-peak hours. I obtained permission for the store's manager to shadow the employees and management to understand the restaurant's sourcing practices. The report demonstrates McDonalds UK's sourcing practices and guidelines, consistent with the seasonal sourcing of ingredients, local sourcing of beef, chicken, and pork products, and sustainable sourcing of its fish products.

Clear explanation.



McDonald's Sourcing Practices

Davis et al. (2018) highlight that organizations are now sourcing produce to align with environmental trends. The restaurant's operations in sourcing food and beverages align with environmental issues to maintain sustainability. Organisations opt for local and seasonal sourcing to counteract the negative environmental impacts of sourcing ingredients and produce from abroad. In addition, organizations are focusing on ethical dairy and meat sourcing to minimize environmental damage and eliminate animal cruelty, thus opting for products that promote high meat and dairy welfare. Moreover, organizations focus on sustainable sourcing of fish caught to safeguard the marine environment and fish stocks. Jahangir (2021) highlights that organizations' drastic shift to sustainable sourcing, specifically local sourcing, has been linked to the economic stability of restaurants. Local sourcing has been associated with improved price and quality of food, increased customer satisfaction, and control over supply chains, thus helping restaurants perform well. In addition, an increased positive social impact is geared towards conserving the environment and sustaining local supply chains.

Support 2

Find a scholarly source

The McDonald's store manager uses an automated 'ledger' to determine diminishing ingredients at McDonald's. Then, the store manager makes an order for the ingredients. Most of the ingredients used by McDonald's are pre-processed, such as beef patties,

chicken nuggets, sausages, and bacon. McDonald's sources its products from local farmers who supply to pre-processing plants such as OSI Food Solutions UK, which processes its beef patties; Cargill UK processes its chicken, fish, and pork processing; Coca-Cola supplies its beverages; Arla's UK processes its milk processing; Andrew's Suffolk farm processed its potatoes and other suppliers (McDonalds, 2023). The store sources for ingredients from these approved suppliers.  3

Seasonal Ingredients

 My time  4 at the McDonald's fast-food chain demonstrated that the organization sourced seasonal ingredients, working with 23,000 British and Irish farmers. McDonald's sources beef, milk, pork, eggs, and other ingredients from UK farms (McDonalds, 2023). It was clear that there are times when some ingredients are not in season, such as lettuce, prompting the organization to source the ingredients from Hollander, Spanish, and French farmers. While sourcing its ingredients, McDonald's has stringent stipulations that its suppliers must meet. The suppliers must adhere to McDonald's guidelines of consistency, quality, and safety. For instance, ingredient suppliers are subjected to third-party audits guided by the Supplier Quality Management System (SQMS) standards to ensure food safety and quality (Khandelwal, 2020). McDonald's assesses the sourced ingredients to ensure consistency in freshness, colour, cuts, and texture, ensuring that McDonald's products are consistent.  4  5

Local Sourcing

During my investigation at McDonald's, I noticed the organization's commitment to the local sourcing of its meat, dairy, and chicken products. McDonald's sources the beef used in its Beef Burgers from British and  Irish  6 farmers. But it's important to note that the beef must be pre-processed. The butchers are either farmers or source from farmers that conform to the requirements of the nationally recognized farm assurance schemes such as Bord Bia or Red Tractor to ensure that animal welfare is considered in cattle rearing (McDonalds, 2023). McDonald's prides itself in sourcing local fresh and quality cuts for its beef burgers. In addition, McDonald's sources sausages and bacon from British farms. However, the sausages and bacon are pre-processed at an offsite facility that processes pork products and supplies to different McDonald's restaurants. The pork used by



McDonald's is bread in **RSPCA Assured farms**, which ensures animal welfare. Finally, McDonald's only uses free-range eggs sourced from local farmers. One of McDonald's products, the McMuffin, is made from tasty free-range eggs. McDonalds orders the eggs from the farms where they are used in the restaurant. However, the chicken breast meat and chicken McNuggets are sourced from farmers (McDonalds, 2023). Still, they go through a secondary processing plan that helps butcher the chicken and chop it into small pieces, where parts are used to make McNuggets and other parts utilized in its menu. McDonald's collaborates with chicken farms to ensure high animal welfare standards, thus demonstrating the environmental, economic, and ethical sustainability of chicken sourcing.

Sustainable Sourcing

Stagg (2014) highlights that McDonald's has been consistently led in sustainability practices as they were ranked high in sustainability by having sustainable sourcing practices. In 2014, McDonald received the Sustainability Hero Award for sourcing 8 million fish finger portions and 18 million "Filet-o-fish" through the Marine Stewardship Council. During my **Tone** investigation at McDonald's, the organization has maintained this practice of sustainable sourcing of its fish produce to ensure the conservation of fish stocks (McDonald's, 2023). McDonald's only accepts the Hoki and Pollock fish to make its signature Filet-o-Fish and Hish fingers, and all the fish is sourced through the Marine Stewardship Council, which advocates for sustainable fishing to avoid depletion of fish stocks.

Impacts of Local and Sustainable Sourcing

Lang and Lemmerer (2019) highlight that customers' preference for locally sourced produce is influenced by one or more of these factors: price consciousness, quality inference, health consciousness, community attachments, signage, environmental knowledge and concerns, and food characteristics. The company's environmental consciousness in sourcing its products resonates positively with McDonald's customers. Moreover, environmentally conscious animal activists are attracted to McDonald's high standards on animal welfare as the organisation requires its farmers to follow stringent measures in animal rearing, such as being part of a nationally recognised farm assurance

scheme for its beef and pork from RSPCA Assured farms that ensures the promotion of animal welfare (McDonald's, 2023).

The consistency standards in sourcing its ingredients make McDonald's have a stable menu unaffected by seasonality. For example, McDonald's has about 20,000 beef farmers and 23,000 chicken farmers in the UK, therefore maintaining the supply and stability of their menu (McDonalds, 2023). Moreover, McDonald's has stringent quality assurance and food safety standards that its supply chain partners must adhere to. Adams (2018) highlights that stringent sourcing standards improve customers' perceptions of controlled product quality and taste. McDonald's has built a consistent food quality and safety culture among its suppliers, such as 92% of its audited supplies meet the organizational SQMS standards (McDonald's Corporation, 2023).

Challenges and Strengths of McDonald's Sourcing Strategies

McDonald's has many suppliers, juggling the thousands of supplies and numerous ingredients, and its complex logistical structure makes its sourcing a nightmare. For example, McDonald's works with farmers to produce the meat pre-processed at OSI Food Solutions UK Limited to provide beef patties to McDonald's, which McDonald's restaurants use (McDonald's, 2023). Moreover, this process of sourcing beef is replicated across McDonald's main ingredients, and it's a challenge for McDonald's to ensure food safety and quality assurance throughout these complex logistics chains.

McDonald's sourcing has two strengths: commitment to sustainable practices and value creation for its suppliers. First, McDonald's commitment to sustainable practices, such as sourcing fish products, improves the company's perception among environmentally and ethically conscious customers. Secondly, McDonald's sourcing strategy of strategically partnering with suppliers in value creation together helps improve its sourcing efficiency (Setiawan and Ellitan, 2023). For instance, McDonald's partnership with FAI farms that supply beef in the UK has been critical in consistently supplying products to the organization. McDonald's has partnered with FAI to develop adaptive multi-paddock grazing, a form of regenerative agricultural practice that has been critical for farmers in dealing with farming challenges but also ensured the consistent supply of fresh quality

beef to McDonald's (McDonald's, 2023). In this partnered value creation for the farmers, McDonald's is assured of consistent products.

Conclusion

The report focuses on McDonald's restaurant sourcing practices, particularly Cardiff Culverhouse Cross, which was visited at 10 am on 8th November 2023. The restaurant manager oversees sourcing ingredients from the chain's approved suppliers. Ideally, McDonald's sources products locally and sustainable from local farmers, where the ingredients are pre-processed before delivery to the store for final preparation and sales, thus ensuring fresh quality products are delivered to customers. McDonalds UK's sourcing practices and guidelines are consistent with the seasonal sourcing of ingredients, local sourcing of beef, chicken, and pork products, and sustainable sourcing of its fish products. These sourcing strategies impact customer satisfaction as its environmental consciousness in sourcing resonates positively with McDonald's environmentally and ethically conscious customers. In addition, the consistency of its sourcing standards resonates with customers who are contented with its increased control of the production process. One of the challenges in McDonald's sourcing is its multidimensional, complex sourcing structure which resulted in a lot of logistical challenges. However, the sourcing strategies are effective as it's based on value-creating relationships with its partners, this approach guarantees a steady availability of ingredients and a dedication to sustainable procedures and can lead to better perception and reception from environmentally conscious customers.

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Raluca Georgiana Chiparus-Zosan

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

81 /100

PAGE 1

PAGE 2

PAGE 3

QM

Tone

Inappropriate Tone:

The way you say something can be just as meaningful as the content of what you say. In an academic essay, there is a danger of being too informal. As you write, you must have a clear sense of the kind of reader (audience) you are writing for, and adjust the formality, complexity, sincerity, and depth of your writing accordingly. In short, your tone is your overall attitude toward your reader. Your tone should in all circumstances be consistent and respectful. Problems with tone arise most often from the use of slang expressions, which you must avoid in academic writing.

Text Comment. Clear explanation.

QM

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Comment 1

Italic



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 2

How?



Find a scholarly source

This source does not appear to be scholarly. Scholarly sources are supported by evidence and are most often peer-reviewed or published. Review the writing task and choose a scholarly source to better support your claim.

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

PAGE 4



Comment 3

Very clear but how its affect the menu choices and customer exp.?



Tone

Inappropriate Tone:

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Comment 4

What is SQMS?



Comment 5

How its affect customer exp.?



Comment 6

Irish or Northern Irish?

PAGE 5



Comment 7

What is that?

QM

Tone

Inappropriate Tone:

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GRADING FORM: PPS REPORT

RALUCA GEORGIANA CHIPARUS ZOSAN

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ENGAGEMENT WITH LITERATURE/10

You must include a minimum of 15 reference sources, and these must be accurately cited within the report text. You should show an understanding of the principles of restaurant operation in this context,

specific to sourcing produce. It should be a full-report structure including page numbers, table of content, and reference list.



Excellent quality in research. Minor mistake in referencing e.g. Italic,
You have variety source but consider the credibility of a bachelor thesis.

7

KNOWLEDGE AND UNDERSTANDING/30

You should be able to show an appreciation for the decisions that you as a restaurant operator with your chef and head waiter have made, regarding the sourcing of food and how food provenance might influence sales, marketing techniques, and the demand for this special event. You should use case studies and examples to support your finding.



Excellent knowledge and understanding of the basic underlying concepts and principles of the subject. However, you should not assume audience know the meaning of some technique terms e.g. SQMS, RSPCA ext. You should explain it in text or add a foot notes.

25

COGNITIVE AND INTELLECTUAL /30

You should reference the data if applicable. The recommendations and analysis should be reasonable.



Excellent evaluation of the underlying concepts and principles. Can interpret qualitative and quantitative data accurately and with some insight. Your analysis is supported by quality research. Although you have identified the importance of

24

local sourcing and sustainability to the customers, the analysis of customer exp. need to be strength.

PRACTICAL SKILLS/20

You should provide real life example to increase the report quality. At least one theory / model should be applied in the report.



Excellent evidence of different approaches to problem- solving in particular contexts and proposes appropriate solutions.

16

Variety real-life examples. However, the sources are mainly from McDonald, you need to consider the information from third party to make the judgement.

TRANSFERABLE SKILLS /10

You should write this assignment in report 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.



Work is coherent, very fluent and is presented professionally. It is appreciated you have visited to the restaurant and get permission by the manager. Evidence in excellent communication skills and problem solving.

9

Be careful the tone in academic report. You should use third person in writing.