

Assignment 1 - Charlie Thomas - the benefits and drawbacks of locally sourcing

by Charlie Thomas

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The benefits and drawbacks of locally sourcing

Charlie Thomas

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Produce, provenance and sourcing BGM4005

Ruth Taylor-Davies

I acknowledge the use of ChatGPT during the research process of this assignment. I confirm 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

Good

In the hospitality industry, it is crucial to consider sourcing produce safely and sustainably, as this can positively impact a restaurant's profitability, community engagement, and carbon footprint (Holmes et al 2018). By sourcing locally, restaurants can achieve these benefits while supporting local economies (Ahmed 2024). This assignment will explore the differences between sourcing produce locally versus globally; particularly in the context of hospitality, focusing on aspects such as product quality and environmental impact.



Local sourcing, in the context of the hospitality industry, refers to purchasing goods like ingredients, equipment, and supplies from nearby regions rather than from large-scale global suppliers (Koerber & Schiele 2021). For example, this might involve buying produce directly from local farmers rather than from supermarkets or mass suppliers. In contrast, global sourcing involves procuring produce from international markets, often from different continents, and is described by Trent and Monczka (2005) as an advanced approach to sourcing and supply management.

Good

One factor which should be considered when choosing suppliers is that globally sourced produce from big corporations is more likely to come at a far more affordable price than high-end, local produce from family businesses (Tsuma, Good). This factor may cause restaurants to choose global produce over local due to rising costs of ingredients, etc. Global companies can supply goods at such a low price point in comparison to smaller scale businesses and suppliers due to several factors, such as having the funds to buy in bulk and have access to capital (loans, grants, etc.) they are able to obtain the goods at a lower price by paying for products in bulk, which in turn means they are able to sell the goods for cheaper despite potentially long shipping times, more steps in the supply chain, etc.

Explain further

How do you know this?

One of the primary advantages of locally sourcing produce is the higher quality of products that are less likely to have undergone long shipping times. According to The Cooperative (2022), the shorter the distance from farm to table, the less time food spends in transit, which helps preserve its flavour and nutritional value. Local suppliers are also less likely to use preservatives or wax coatings, which are often added to

Good

globally sourced products to maintain quality and retain moisture and colour over longer transport durations (Baldwin, Hagenmaier, and Bai, 2012). Many consumers will avoid foods with additives and preservatives due to their association with conditions such as cancer, allergies, birth defects, etc. (Kumar and Joshi 2023).

Interesting

Local sourcing also promotes more eco-friendly farming practices (Verbeurgt, 2024). Small-scale local farms generally prioritize sustainability over mass production and are less reliant on industrial farming techniques. Industrial methods can involve the overuse of pesticides, monocropping and intensive irrigation according to Ebel (2020). Many local farmers adopt organic practices, crop rotation, and conservation techniques, resulting in them using far less fuel per area which in turn reduces their environmental impact. Additionally, buying locally reduces the carbon footprint associated with long-distance transportation, (Young 2022) a significant contributor to global greenhouse gas emissions.

Food miles are a significant factor to take into consideration when sourcing for businesses. Produce sourced globally have a much higher carbon footprint with the miles it must travel, the modes of transport which let off emissions— combat this, Li et. Al. (2022) suggests 'a shift towards plant-based foods' as well as sourcing more locally produced items in order to combat carbon emissions and reduce the impact of the emissions on the environment. From this evidence it can be determined that sourcing locally is far more environmentally friendly.

Another significant advantage of local sourcing is the reduced distance products must travel. Shorter travel times mean that produce is fresher and of higher quality, as it does not require freezing or special storage methods that could reduce its value (Hill 2008). Moreover, sourcing locally results in fewer emissions which aligns with sustainability goals and reduces the carbon footprint.

A notable example of a business that embraces and encourages local sourcing is Sheeps and Leeks in Caernarfon. Recognized by the Michelin Guide, their brand is built around fresh, local cuisine, featuring a seasonally based tasting menu (Michelin guide 2022) as well as receiving acknowledgement from The Good Food Guide, highlighting their popularity among diners. Their website boasts their reputable local suppliers, further displaying their pride from the success of sourcing locally (Sheeps

and Leeks 2020). Another example is Pasture, a Cardiff-based restaurant renowned for its commitment to using locally sourced ingredients, which has even earned a 3-star rating from the Sustainable Restaurant Association for its commitment to sustainability (Visit Cardiff, 2023) - Pasture is a progressive, well-known example of a restaurant embracing sustainable practices and succeeding from their brand.



By supporting nearby farmers, restaurants help generate income for local producers, boost the community, and foster a resilient local food system (Sharma et al. 2012) This support can lead to increased job opportunities and help sustain family farms, contributing to a more stable and self-sufficient food supply chain. However, some restaurants may perceive global sourcing as beneficial in certain instances, such as when it offers a broader range of ingredients from a far wider market or more competitive pricing, especially for products that are not available locally, such as tropical fruits or spices which may be required to import from abroad (CBI 2022).

Good

Local suppliers are also less likely to use artificial preservatives, which is a key consideration for health-conscious consumers who prefer natural products (Leatherhead Food International 2008). By supporting smaller local businesses, restaurants not only secure fresher, higher-quality goods but also help foster the local economy, supporting job creation and community development. Additionally, sourcing locally can help businesses forge stronger, long-term relationships with their suppliers (Oxford College of Procurement and Supply 2016). These close connections allow for greater control over product quality and consistency, faster response times to issues, and a more reliable supply chain. Local suppliers can also offer more tailored services, enhancing operational efficiency.

Evidence

How do you know this?

Consumer preferences also play a significant role in whether to source locally. For example, increasing awareness of climate change influences where consumers choose to shop and the products they invest in. According to The RealReal (2024), consumers are far more likely to invest more money into products they know have been sourced sustainably. This reflects the challenges hospitality sectors face in balancing local sourcing with the demands for specific products. Educating customers about the environmental impact of food miles and unsustainable farming practices is key to promoting sustainability as well as gaining reputation for encouraging sustainable practices.

To conclude, sourcing food locally presents numerous advantages for businesses, particularly in terms of flexibility, sustainability and control. Local sourcing is largely more environmentally sustainable, reducing the carbon footprint associated with transportation and promoting a more sustainable supply chain. It appeals to the growing population of consumers who are conscious of the great impact which the hospitality industry has on climate change. Despite this, local sourcing is associated with several challenges such as, for example, inability to provide restaurants with ingredients not grown regionally and the potentially higher cost of goods in comparison to what global companies are able to offer, due to economies of scale. This disparity can be a barrier for restaurants operating on a tight margin who may be unable to afford higher end local products. As such, while local sourcing offers many advantages, a balanced approach that considers both the benefits of local produce and the practicalities of sourcing globally may be necessary for many businesses to remain competitive.



Overall, sourcing locally provides businesses with a powerful tool to enhance their sustainability efforts, support local economies, and build stronger connections with their customers. However, it is important for restaurants to navigate the challenges that come with it, particularly when balancing the cost and availability of produce. With the right strategies in place, local sourcing can play a pivotal role in creating a more sustainable and community-oriented food system.



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Incomplete citation

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GRADEMARK REPORT

FINAL GRADE

71 /100

GENERAL COMMENTS

Thanks you for your submission.

This reads really well and contains all the elements required. See the rubric for more detailed feedback on some relatively minor areas that need attention.

This is a great piece of work for level 4. Well done, keep it up.

PAGE 1

QM

Good

good

PAGE 2



Comment 1

Put a comma between the aauthor/s and the date. NB this is common throughout.



Comment 2

Nicely written with citations early on - good.

QM

Good

good

QM

Good

good

QM

Explain further

Explain

QM

How do you know this?

How do you know this? Citation needed

PAGE 3

QM

Good

good

QM

Interesting

Interesting

Additional Comment

This is an interesting dimension - thank you for exploring it.



Comment 3

etc.



Comment 4

Perhaps instead of the dash, this could have been 2 sentences? That would be more formal for academic writing.



Comment 5

Link this to the previous paragraph?



Use UK spelling

Use UK spelling



Comment 6

citation



Comment 7

Put a comma after the site/author and before the date.

PAGE 4



Comment 8

You could also have cited their own website?



Good

good



Evidence

Evidence - support your work with examples and evidence.



How do you know this?

How do you know this? Citation needed



How do you know this?

How do you know this? Citation needed

PAGE 5



Comment 9

A great conclusion, but you could have included/reiterated some of your sources here to help underpin these points.



Comment 10

Well done.

PAGE 6



Comment 11

Include where you found this source online and when you accessed it



Incomplete citation

QM

Incomplete citation

Incomplete citation

**Comment 12**

Remember alphabetical order, so all N/A's should be listed together and then ordered by date.

GRADING FORM: PPS ESSAY

CHARLIE THOMAS**71****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.



This reads well and your use of citations to support arguments/facts is in general, commendable.

11

Just check re the comma after author's name and before the date within citations. Also make sure that documents accessed online are cited correctly with the URL and the date accessed.

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 understanding of the topic and have included key elements such as food miles/ the various aspects etc.

24

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 been able to access information and use it to make clear arguments for and against local sourcing. You have used critical thinking skills effectively including why consumers prefer to know the provenance of what is on their plates.

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 fairly effectively, I would have liked more detail regarding the provenance of their menu items.

13

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 write well. The essay was in the correct format and followed a logical flow. Check you are using UK spelling.

8