



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Produce, Provenance and Sourcing BMGM4005

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Week 1 Content

- Module Introduction
- The nature and scope of product sourcing
- The importance of sourcing in the food service industry
- Factors that impact product sourcing decisions
- Careers overview with Mel Cameron

Introduction to Module Aims

To introduce the students to the business discipline of sourcing, the provenance of products used, its relationship to the diner's experience and the business performance and reputation and developments in sourcing, food sustainability and farm to fork approaches.

Introduction to Learning Outcomes

Upon the successful completion of this module, you 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 by way of field trips to producers, farmers, and fisher folk.

Module Assignments & Deadlines

Assignment 1 (50%) 1500 Essay

Deadline: Friday 17th of November 2023
23.59

*Draft Deadline: Wednesday 17th of
November 2023*

Assignment 2 (50%) 1500 Report

Deadline: Friday 15th of December 2023
23.59

*Draft Deadline: Wednesday 6th of December
2023*

Please make a note of these in your **diary** or on your **phone calendar** so you do not forget



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Produce, Provenance & Sourcing

What do these terms mean?

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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.

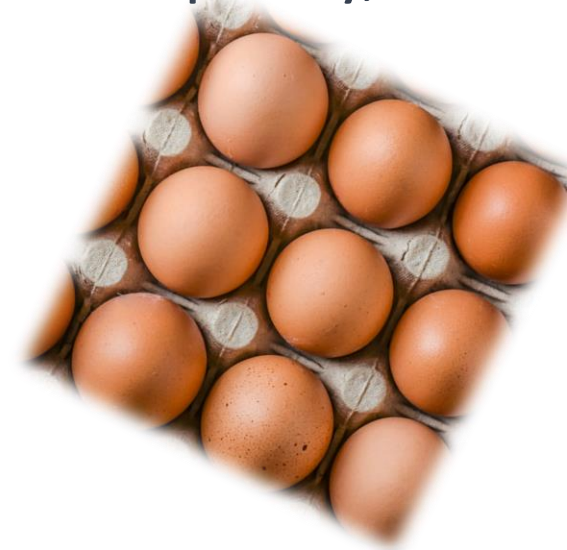


Provenance

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.



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.



Meet the Fisherman



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



Food that is reared

Animals can be reared indoors or outdoors.

For example:

Chickens can be farmed intensively indoors

This is often known as **battery hen** farming.

Chickens are reared in large numbers indoors to produce a high income for the farmer.

Free range chickens

Chickens are allowed to roam outside during daylight hours and are given much more space.



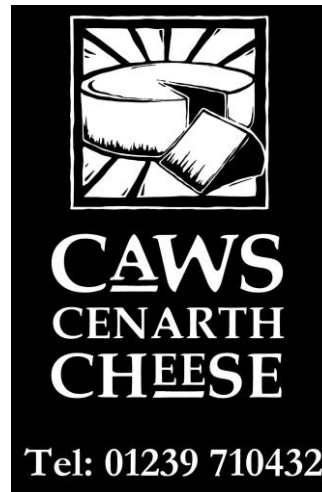
Sourcing

“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)

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)

Importance of Sourcing



Factors that Impact Decisions

Cost

Quality

Availability

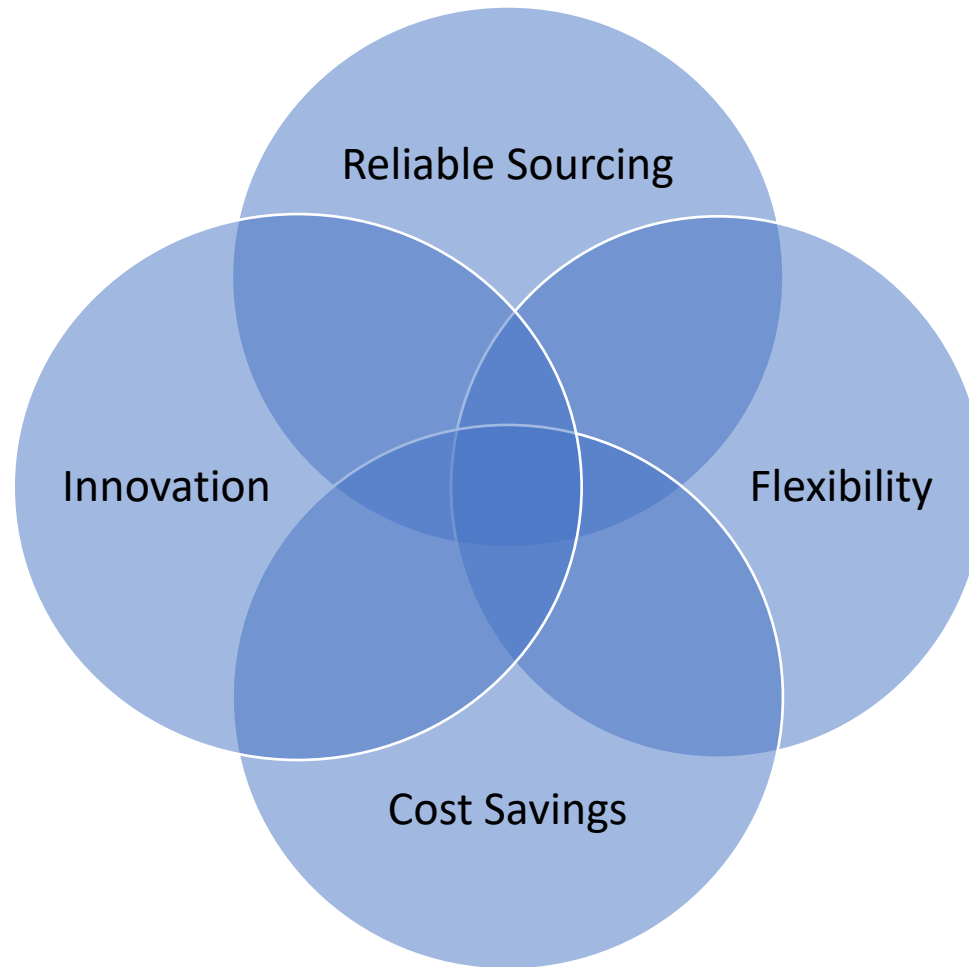
Provenance

Sustainability

Ethical
Considerations

Menu Planning

Building Supplier Relationships



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



References

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

I look forward to seeing you next week.

If you have any questions in the meantime,
please send an email from your student
account.

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