

Sapphire Francis - Assingment 1

by Sapphire Francis

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The Benefits and Drawbacks of Sourcing Locally

Sapphire Francis

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Produce, Provenance and sourcing BMGM4005

Lecturer: Ruth Taylor-Davies

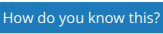
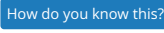
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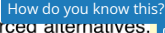


I acknowledge the use of ChatGPT (<https://chatgpt.com/>) on the 5th and 13th of January 2025 to gather research and research prompts on the benefits and drawbacks of sourcing locally. I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

Good

The purpose of this essay is to investigate the differences between local and global sourcing of produce, focusing on how sourcing decisions  a crucial role in determining the quality and sustainability of operations for a business. The decision to source produce globally or locally is dependent on a number of factors when considering cost, quality, sustainability, and customer  for example, sourcing locally is beneficial to a business's customer perception, however it often comes with higher costs to source locally and does not ensure year-round availability within . Whereas sourcing globally comes at a lower cost and guarantees year-round availability. However, this reduces quality and freshness. Additionally, having an increased environmental impact being another factor to consider. 

Defined by the Cambridge Dictionary (2025) sourcing means to obtain something, in this case, produce. Dunnes, *et al.*, (2011, p. 46)  that to source locally, you are sourcing within  networks of your community. In addition to this, Pas (2021, p. 1) highlights that locally sourcing is a significant contribution to a restaurant's strategic objectives, such as building a brand centred on sustainability and quality, gaining support from the local community, and enhancing the restaurants reputation to help stand out from competitors. 

When sourcing locally, restaurants gain the competitive edge  of local produce being perceived as higher quality than globally sourced alternatives.  arch by Frash; DiPietro; and Smith (2015, pp. 412-415) suggests that restaurants are increasingly adapting their menus to incorporate produce from local supply chains, despite the additional costs there is strong determination to enhance quality of food for the customer offering improved nutritional value, greater food safety and a reduced environmental impact. 

A quantitative consumer survey conducted by Kovács; Balázsne; and Beke (2022, p. 1) with 1,756 respondents, revealed the benefits of locally sourced produce  as found that the local produce not only retains freshness, but the preservation of nutrients. It was noted that ~~the~~ natural and organic farming methods significantly contribute to the quality of locally sourced produce. Locally sourcing produce is not only beneficial to the environment, but in addition to supporting eco-friendly farming practices  ang (2023)

highlights that supporting local, eco-friendly farmers and agricultural programs creates a deeper understanding of the origins and environmental impact of products sourced.

Good

How do you know this? of local economies is reinforced by locally sourcing produce. The agricultural sector of the community benefits significantly due to being able to profit from local businesses and demonstrate resilience during global downfall. Mohammed, *et al* (2021) supports that resilience refers to the ability to return and continue with "normal" operations. While global distributors would struggle during global issues such as climate change and pandemics, the local supply chains continue to support the community and prevent economic losses during the global downfall, this allows money to circulate back into the community. Rothwell, *et al.*, (2016) discusses that food production becoming more localised helps to improve food security by reducing the need to rely on global supply chains, which enhances resilience to climate change.

Good

Good

Enthoven and Van-Den-Broeck (2021, p. 2) highlight that consumers are more likely to purchase local goods rather than globally distributed produce, which assists in farmers gaining recognition and economic benefits by strengthening the local economy. Additionally, the use of environmentally friendly practices in local sourcing reduces the impact on climate change.

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Good

Paragraphs

It would be assumed that sourcing produce locally is an advantage to reducing carbon footprint due to the reduced food miles, however, Stien and Santini (2022, p. 1) argue that local produce is impossible to be simply sourced. The idea of sustainable produce, it is noted that it does not necessarily lower carbon footprint as there are multiple factors in place that apply to carbon footprint rates in line with food miles. Striebig, Smitts, energy use within local farming. For example, seasonality; artificial methods of growing produce when it is not in season such as the use of heated greenhouses. Packaging and distribution are considered, even locally sourced produce can require significant packaging or energy for storage and distribution. This aligns with the findings of Striebig; Smitts; and Morton (2019, p. 223) highlighting that with the current structure of the global economy, in many cases, costs to import food across the world comes at a lower cost than local produce.

Awk.

11

12

Good

According to research found from GEP (2023) global sourcing is a procurement strategy in which businesses source produce from international markets, usually to keep costs down

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by using low-cost materials or skilled labour from inexpensive countries. According to Avetisyan; Hertel; and Sampson (2014, p. 426) it is highlighted that higher quality products, such as locally sourced produce, require more inputs. Such as, the resources and manual labour required. Therefore, to be marketed at a higher price for the consumer. Being able to market your menu in a higher price range is not always feasible. This is a crucial consideration when sourcing produce, global sourcing is viewed as inexpensive, so the need to increase prices is taken out of the equation.

Most food products today contain food preservatives to increase the shelf life, however, according to Warner (2024) in significant quantities this is considered hazardous to health. The purpose of added preservatives is to maintain the natural characteristics of the food as well as lengthening the shelf-life (Sharma, 2015). According to Darlington Snacks (2023) with the proper knowledge of freezing, thawing, and without exposure to excessive temperatures the shelf life of ingredients can withstand up to at least 12 months.

Seasonality is a key consideration to factor into the process of sourcing produce; an example of this would be when specific spices and exotic fruits have not always got a supply chain to source locally. Restaurants assess what can and cannot grow in their local climate whilst also researching global supply chains to meet the demand for produce that is not available locally. Cuisines like Indian food, for example, require specific spices to adhere to traditional recipes. As a result, businesses consider sourcing their produce globally to be able to offer authentic dishes. Mani and Kabiraj (2019, p. 338) demonstrate a clear understanding that specific ingredients like spices are increasing in demand globally at enormous rates.

A strong example of a restaurant following the trending sustainability movement in Wales is Tenkaichi (2025), this is a sushi restaurant based in Cardiff, they pride themselves on being a truly sustainable restaurant. Tenkaichi (2025) discusses that they carefully examine their entire supply chain in attempts to reduce their environmental impact. Demonstrating a clear understanding of the environmental impact of global sourcing.

It is stated by Tenkaichi (2025) that their focus is to achieve quality and freshness. Tenkaichi (2025) express complete honesty with their difficulties as an authentic Japanese restaurant in Wales, they are only able to source specific specialist ingredients

from Japan, however they specifically import by boat which is the lowest carbon footprint transport available being the most eco-friendly option. Arya; Vinod; and Babu (2023, p. 1) supports that maritime transportation is found to be the most efficient and economic form of transportation of produce across the globe.

Upon sourcing produce, consumer preferences are a factor in the decision making between local or global sourcing. According to Feldmann and Hamm (2015, p. 153) in recent years consumers have become to question food production practices and make demands for transparency within the supply chain provenance; there has been an increase in consumers shifting towards local sourcing due to the nontransparency within global supply chains. It is also stated by Feldmann and Hamm (2015, p. 153) that local produce has increased in demand due to government attempts to strengthen local economies.

As consumers become more conscious of the environmental impact over time of their food choices, provenance has become increasingly important over time. According to Herschel; Diestelkämper; and Ben-Lahmar (2017, p. 881) provenance means to understand and be aware of any information regarding the production process of a product, ranging from digital data to the end product. Understanding the origin and traceability of food allows consumers to be able to make informed decisions based off the ethical production, environmental impact, and sustainability.

Following trends in gastronomy, sustainability has become a trend, where produce is sourced with minimal environmental impact. For example, a well-established restaurant in Wales, Pasture proudly advertise their sustainability efforts on their website (Pasture, 2025). The restaurant has been awarded 3 stars from the sustainable restaurant association. Pasture (2025) highlights on their website that this is the highest rating in the 'Food Made Good Standard.'

Within their website Pasture (2025) displays maps from their three locations, showing where they source their produce from within the local areas. It is mentioned that they only source their beef if it has been raised ethically and sustainably. They discuss their food waste process being through anaerobic digestion. According to Laiq Ur Rehman *et al.*,

(2019, p. 1253) anaerobic digestion is a waste practice in which pollution control and an alternate solution for removal of toxic waste where energy recovery is achieved.

Good

In conclusion, upon researching the benefits and drawbacks of sourcing locally. It is evident that restaurants should carefully consider factors such as cost, quality, shelf life, seasonality, provenance, and sustainability when making sourcing decisions. Global sourcing offers advantages in terms of sourcing produce that is unavailable locally, however, locally sourcing has proven to be the most advantageous approach to sourcing due to its sustainability factors, the ability to support the community and in addition to this supporting eco-friendly farming practices. Upon researching restaurants in Wales, it is evident that to source locally, their offerings positively contribute to the environment and their community whilst aligning with the growing consumer demand for transparency.

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Sapphire Francis - Assingment 1

GRADEMARK REPORT

FINAL GRADE

70/100

GENERAL COMMENTS

Thank you for submitting your assignment.

Overall, this is a great piece of work at level 4.

I was impressed that you questioned the truth behind local sourcing necessarily reducing food miles. Very well done.

PAGE 1



Comment 1

This is nice and neat.



Good

good

PAGE 2



Comment 2

Have a crucial role, not are?



How do you know this?

How do you know this? Citation needed



Evidence

Evidence - support your work with examples and evidence.



How do you know this?

How do you know this? Citation needed



Comment 3

states?



Good

good



Comment 4

the



Good

good



How do you know this?

How do you know this? Citation needed



Comment 5

Great but could this be 2 sentences?

QM

Good

good



Comment 6

full stop here?

Strikethrough.

Strikethrough.



Comment 9

Full stop?

PAGE 3

QM

Good

good

QM

How do you know this?

How do you know this? Citation needed

QM

Good

good

QM

Good

good



Comment 10

prefer?

QM

Good

good

QM

Paragraphs

Paragraphs consist of more than two sentences

QM

Awk.

Awkward:

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



Comment 11

Try to turn this into more but shorter sentences.



Comment 12

There should not be a full stop here.

QM

Good

good

Additional Comment

This is great information but just try and express it more clearly and use shorter, snappier sentences which focus on one aspect at a time.



Comment 13

a

PAGE 4



Comment 14

You started your last sentence with according, could you mix it up a bit? Eg. perhaps lead with the Authors?



Comment 15

they



Comment 16

Good to see you arguing both sides.



Good

good



How do you know this?

How do you know this? Citation needed



Paragraphs

Paragraphs consist of more than two sentences



Good

good



Comment 17

The restaurant

PAGE 5



Good

good



Good

good

~~Strikethrough.~~



How do you know this?

How do you know this? Citation needed



Good

good



How do you know this?

How do you know this? Citation needed



Comment 19

Full stop here?

PAGE 6

QM

Good

good

PAGE 7

PAGE 8

GRADING FORM: PPS ESSAY

SAPPHIRE FRANCIS

70

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.



You have more than enough references (which is great), but you need to include some of the academic sources listed on your reading list to ensure academic rigour. You generally cite correctly.

10

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.



Your work shows an excellent level of understanding, well done.

23

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 used research to enable you to argue both sides of the case for/against local sourcing - I was impressed that you questioned the truth behind local sourcing necessarily reducing food miles. Well done

15

PRACTICAL APPLICATION /20

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



You used case studies effectively to demonstrate the trend towards local sourcing in restaurants and to highlight the challenges faced when doing so.

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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.



Generally, this is well written and follows the structure required of an essay. Make sure to proof your work - be mindful of punctuation and clarity. Chop up long sentences into smaller ones.

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