

Local vs Global Sourcing

by Muhammad Naveed Jawed

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Assignment Title: Local vs Global Sourcing

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Title: local versus global sourcing

Introduction:

Global food supply chain is a complex interconnected web that connects consumer with variety of produce around the world. Local versus global sourcing is a topic that has attracted lot of consumers in recent years, as consumers are considerate about the environmental impact, sustainability, and freshness of the produce. In this essay we will investigate the difference between local and global sourcing of produce, focusing on their effects on produce quality and sustainability. We will use the examples to illustrate the differences in the quality and freshness of locally sourced and globally sourced produce. We will examine the environmental impact considering factors like carbon footprint, sustainability, and the concept of food miles. Further we will explore consumer preferences that influence the choice between local and global produce and finally we will highlight case studies of businesses that have successfully embraced their local or global sourcing with their strategies and outcomes.

Freshness (Locally Sourced):

when we compare the quality and freshness of locally sourced and globally Sourced produce, locally source produce has advantage, by sourcing ingredients locally restaurants can reduce the time, as globally produce take plenty of time in transit. The reduced transit time bring the ingredients while they are in their peak of freshness, resulting in richness of flavour and nutritional values. Farm to table is becoming a trend in restaurant industries.

Support

Case study no. 1

Corrigan's Mayfair

London

"Corrigan's Mayfair, in the heart of London, is the brainchild of renowned chef Richard Corrigan, and the restaurant benefits from the bounty of produce grown on the chef's estate and farm, Virginia Park Lodge in Ireland's County Cavan.

Expect farm-fresh vegetables, herbs, and salads all year-round, as well as fruit from the orchard and pork from hand-reared pigs. Corrigan's commitment to the farm-to-table movement is evident in his menu, with a zero-waste approach to ensure a sustainable dining experience."

You need to analysis the case study. What is the outcome of the strategy of farm to table and zero-waste?

Local versus Global Sourcing



Minimize the use of illustration in essay.

WHERE: 28 UPPER GROSVENOR ST, LONDON W1K 7EH
WEBSITE: WWW.CORRIGANSMAYFAIR.CO.UK

() *The best farm to table restaurants in the UK - the Handbook*. Available at:
<https://www.thehandbook.com/farm-to-table-restaurants-uk/> (Accessed: 24 October 2023).

Freshness (globally sourced):

Awk.

On the other hand, global sourcing often involves longer transportation times, potentially compromising on the freshness of ingredients. The distance of the produce harvested might be thousands of miles away, take days in transit before it arrives to the restaurant. In this case the freshness and quality of the produce is highly affected and may have devastating effect on culinary experience. Oftentimes the preservatives applied on the produce to keep it fresh, the quality of the produce is incomparable to the locally sourced produce.

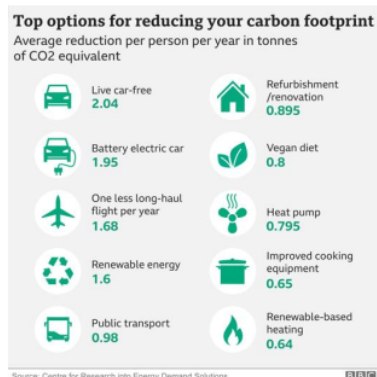
Support

Environmental impact of global and local sourcing, carbon footprint and sustainability:

The carbon footprint affiliated with sourcing produce Considering the total amount of greenhouse gases produce in the whole transition of sourcing, from farming and transportation to preparation and disposal of food wastage. In the UK an organisation called the Land Workers' Alliance conducted a study comparing the environmental impact of six different vegetables source locally and globally they found that the carbon footprint for locally sourced vegetables was significantly lower, but then average of 0.4 kg CO₂ E package for vegetables compared to 3.8 kg CO₂ E per K G4 globally sourced vegetables. This highlights the importance of considering the environmental impact of sourcing methods.

Improper Citation

Strong evidence



Harrabin, R. (2020) *Climate change: Top 10 tips to reduce carbon footprint revealed*, BBC News. Available at: <https://www.bbc.com/news/science-environment-52719662> (Accessed: 24 October 2023).

What is Michelin green star?

"The Michelin Green Star is an annual award which highlights restaurants at the forefront of the industry when it comes to their sustainable practices. They hold themselves accountable for both their ethical and environmental standards, and work with sustainable producers and suppliers to avoid waste and reduce or even remove plastic and other non-recyclable materials from their supply chain."

Add citation to quotation

MICHELIN Guide. (n.d.). *What is a Michelin Green Star and How Do You Earn One?* [online] Available at: <https://guide.michelin.com/gb/en/article/features/what-is-the-michelin-green-star-and-how-do-you-earn-one>.

Case Study No. 2:

Apricity

MICHELIN Guide's Point of View

"Just yards from the bustle of Oxford Street is a veritable sanctuary of calm. Chef-owner Chantelle Nicholson's bright and welcoming restaurant comes with delightful service and a menu that showcases seasonal British ingredients from small producers with whom she's built strong relationships. Her green credentials are omnipresent and inform her every decision."

Gastronomy & Sustainability

MICHELIN Green Star

"The aim of Apricity is to create a sustainable restaurant connecting guests with British farmers and suppliers who share our ethics, through joyous dining. Not only do we seek to meet acceptable levels of responsibility towards sustainability, but we also work to find best practice and to share it."

Add citation to quotation

— Chantelle Nicholson



Apricity – London - a Michelin Guide Restaurant (no date) MICHELIN Guide. Available at: <https://guide.michelin.com/gb/en/greater-london/london/restaurant/apricity> (Accessed: 25 October 2023).

Local versus Global Sourcing



Sustainable, low waste restaurant: Mayfair, England (no date) Apricity. Available at: <https://www.apricityrestaurant.com/> (Accessed: 25 October 2023).

Concept of food miles:

The concept of food miles is basically the environmental impact of produce transportation starts from production to the end consumer. When they produce ice globally sourced it is associated with long haul transportation whereas a local servicing the emissions call ma air pollution and the use of non-renewable are reduced. By supporting local sourcing consumers can play a pivotal role and minimising devastating effect on environment by the food choices.

Awk.

Some of the regular consumed products and their food miles are as follows:



Snickers

Snickers: Coconut oil= Philippines (6,795 miles) peanuts = Argentina (7291 miles) vanilla extract= Mexico (5454 miles) however the sneakers bar contains some local ingredients for example milk powder and egg white powder coming from the UK.



Coca-Cola classic-17195.5 miles per can. Sugar and caramel= Brazil (5496 miles) Coca = Peru (6075 miles) cope also contain water and phosphoric acid which are from UK

Local versus Global Sourcing



8050 miles per burger – buns= Oxford (77.5 miles) beef patties= Scunthorpe or water Ford Ireland (270 miles) lettuce= Spain (557.4 miles) cheese= Northern Ireland (509.2 miles) Big Mac sauce= Lancashire (222.6 miles) onions and Pickles =USA (4484 miles) Pickles= Turkey (1930 miles)



Skittles-29558 miles 55G pack sugar and glucose syrup= Brazil (5496 miles) palm fat= Southeast Asia (7424 miles)



Nutella 28731 miles per jar hazelnuts= Turkey (2260 miles) palm oil = Malaysia (6485 miles) sugar and soya= Brazil (5447 miles)

How many miles have your favourite foods travelled to get to your table? (2023a) NoBlue.
Available at: <https://noblue.co.uk/news-updates/netsuite/how-many-food-miles-favourite-foods/> (Accessed: 25 October 2023).

consumer preference influences the choice between local and global produce:

“From increasing in awareness of local supply local sourcing ingredients used in the restaurant as consumer preferences is highly influenced and like survey restaurants results suggest that 1/5 of the restaurant practise of buying locally is a primary restaurant attribute of importance.”



1. J. M. Lillywhite & J. E. Simonsen (2014) Consumer Preferences for Locally Produced Food Ingredient Sourcing in Restaurants, Journal of Food Products Marketing, 20:3,308-324, DOI: [10.1080/10454446.2013.807412](https://doi.org/10.1080/10454446.2013.807412)

“There is a growing preference among any consumers towards locally sourced and supplied foods with the perspective of health, economic and communal Aspect. Typically bought from farmers place and specific outlets, local foods are easily available in small and large supermarkets, are interested on how to increase in the wide range of products.”

Add citation to quotation

Bogomolova, S., Loch, A., Lockshin, L., & Buckley, J. (2018). Consumer factors associated with purchasing local versus global value chain foods. *Renewable Agriculture and Food Systems*, 33(1), 33–46. doi:10.1017/S1742170516000375

When is local sourcing is not suitable option?

“Sometimes the local sourcing is not suitable option or probably the best option for example tomatoes if you live in Switzerland you want to buy tomatoes it should be either locally produced or from Spain or any sunny/warm country, so using a local source means you won't have to transport the tomatoes for thousands of kilometres to Switzerland so local would seem better for the environment?

But you grow tomatoes in such a cold environment it requires special heated green houses and special energy which can be associated with more carbon emission whereas the climate of Spain permits their growth more readily and less human intervention required.”

Add citation to quotation

Verive.eu. (2023). *Global vs local sourcing* | Verve. [online] Available at: <https://verive.eu/en/articles/global-vs-local-sourcing-en> [Accessed 26 Oct. 2023].

Conclusion:

The debate between local and global servicing has significant implications to produce quality and sustainability, local sourcing often provides fresh, quality and sustainable product with a lower environmental impact and it reduces food miles however global sources can offer consumer to the excess of a void variety of products and which can be more cost effective due to the low labour cost and other aspect. In this essay we have discussed about how local sourcing can be sustainable the farm to table concept, carbon footprint, food miles, Michelin green star and while local sourcing that's why next is not suitable option at certain places. We have also discussed several case studies regarding tea with local sourcing produce used by the restaurants.

Ultimately the decision between local and global sourcing is a matter of personal preferences and values it is essential for consumer to consider the environmental impact because of globally sourced produce but on the contrary consumer need a different variety of products that can only be obtained via globally sourced produce.

REFERENCES

Check references

() *The best farm to table restaurants in the UK - the Handbook*. Available at: <https://www.thehandbook.com/farm-to-table-restaurants-uk/> (Accessed: 24 October 2023).

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LOCAL VS GLOBAL SOURCING

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GRADEMARK REPORT

FINAL GRADE

30/100

GENERAL COMMENTS

Overall, you have tried to finish the essay but you need more analysis to get a pass.

Please read the rubric for comments.

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PAGE 1



Comment 1

delete the background.

PAGE 2



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.

Text Comment. You need to analysis the case study. What is the outcome of the strategy of farm to table and zero-waste?

PAGE 3

Text Comment. Minimize the use of illustration in essay.

Strikethrough.



Awk.

Awkward:

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



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.



Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: http://www.plagiarism.org/plag_article_citation_styles.html



Strong evidence

This piece of evidence is highly relevant to your claim and presented accurately. In future responses, continue to include the most appropriate data and evidence to support your ideas.

PAGE 4



Add citation to quotation

This quote does not give credit to the original author. When quoting a source, credit the original author with an appropriate citation. Cite the author properly at the end of this quote.



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Comment 3

You have to analysis the case study, same as above.

PAGE 5



Awk.

Awkward:

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



Comment 4

It is good to suggest examples but you have to explain it. e.g., how it's affect the purchasing strategy of restaurants or customers?

PAGE 6



Comment 5

what is the survey?

PAGE 7

QM

Add citation to quotation

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QM

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PAGE 8

QM

Check references

Check this page for accuracy of referencing.

PAGE 9

GRADING FORM: PPS

MUHAMMAD NAVEED JAWED

30

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.



Evidence in research with variable sources. However, poor quality of referencing style and in-text citation. Please revise the Harvard referencing guidance which is available on module page / library page.

4

KNOWLEDGE AND UNDERSTANDING/30

Demonstrate a clear understanding of the concepts and terminology related to local and global 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 have shown some understanding in the subject knowledge. You need more literature to support your ideas and show your understanding with more deep analysis.

14

COGNITIVE AND INTELLECTUAL /20

Analyse information from diverse sources to present a coherent argument in favor 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 compared the local and global sourcing but need literature to support your view points. You have to do the same things in other section. You have provided evidence in research with the incorrect in-text citation only. You have to analysis and make your own judgement with the theory support to show critical thinking.

5

PRACTICAL /20

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



You have provided two case studies with referencing but no analysis.

4

TRANSFERABLE & PROFESSIONAL/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.



Prevent the use of first person, you should use third person in writing. The text need to be justified. You should put all the reference at the end. Only in-text citation in the text. The structure and organization has a room to improve. Please consider to seek study advice from library.

3