

Produce, Provenance & Sourcing

BMGM4005

Week 2

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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

Upon the successful completion of this module, the student 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.

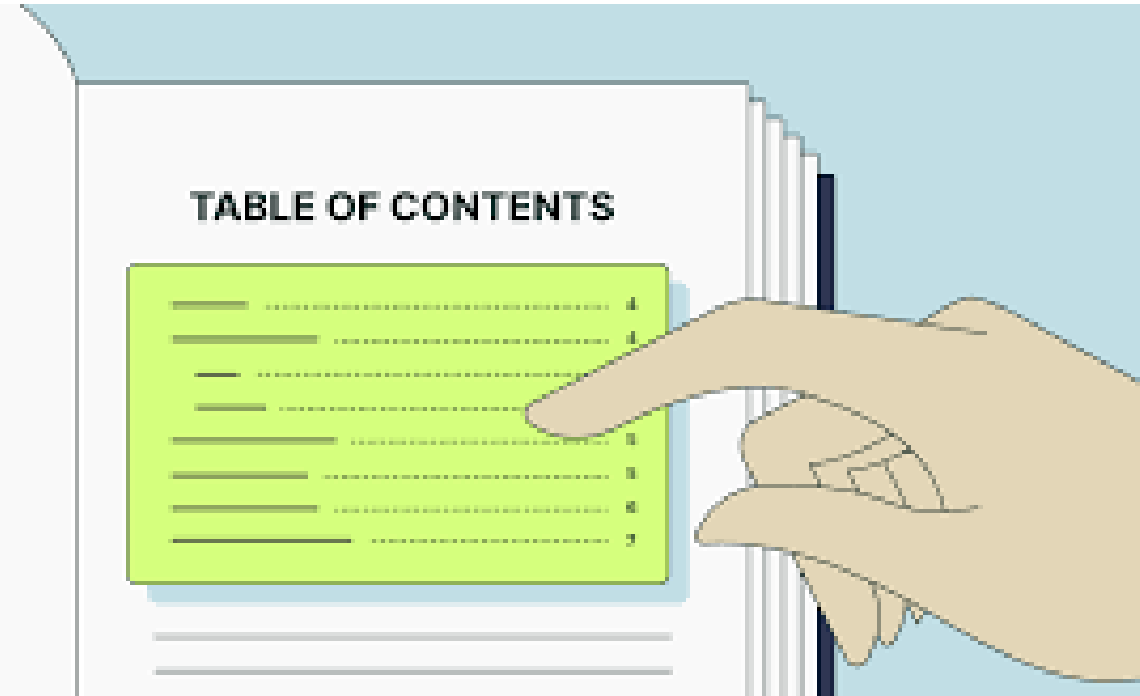


Today we will look at

The relationship between suppliers and restaurants

Legal and ethical considerations in sourcing

Sectors of the food service industry and their role in sourcing



Discussion

What do you think is the most important factor in sourcing a supplier?



Scan this article...



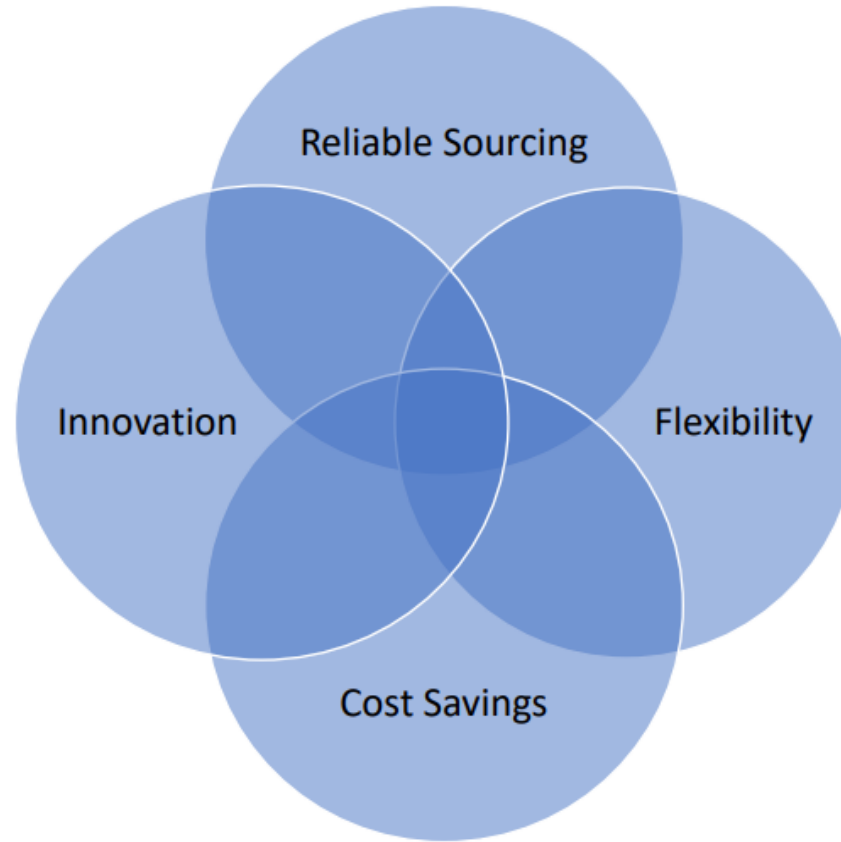
Restaurant and Supplier Relationships



- Menu development
- Speciality and local sourcing
- Sustainability and ethical sourcing
- Contingency planning
- Legal and regulatory compliance



Building Supplier Relationships



The Role of the Purchasing Manager

- Choosing a supplier
- Quality Assurance and Quality Control
- Pricing
- Logistics



Group Activity – Transactional and Collaborative Relationships



- Group 1 – undertake online research into what is meant by Transactional Relationships – produce a Powerpoint slide to explain your findings
- Group 2 – undertake online research into what is meant by Collaborative Relationships – produce a Powerpoint slide to explain your findings

Transactional Relationship

- Price minimisation
- Short term contract
- Massive suppliers



(Fossas-Olalla, *et.al*, 2013)

Collaborative Relationship

- Fewer Suppliers
- Long Term Orientation
- Information Exchange
- Mutual Dependence



(Fossas-Olalla, *et.al*, 2013)

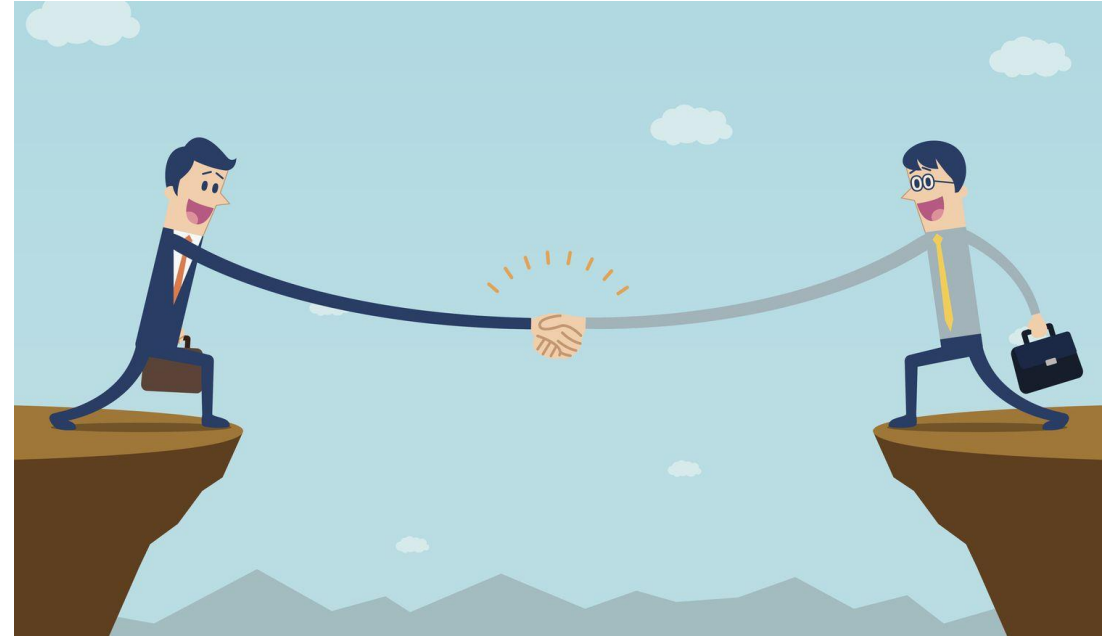
	Transactional View of Supply Chain (Market)	The Supply Chain Management Spectrum 	Collaborative View of Supply Chain (Network)
Number of Suppliers	Multiple		Consolidated
Partner Evaluations	Efficiency Focused		Effectiveness and Efficiency Focussed
Inter-relationship Classification	Adversarial		Partnering
Contract Length / Type	Short / Open Book		Long / Closed Book
Orientation	Production Orientated		Customer Orientated
Focus	Functional Optimisation		Process Optimisation
Culture	Suspicious		Trusting

(Mason, 2009)



Arm's Length

- Low Involvement
- Low level of communication
- Less trust
- Higher independency between buyer and supplier
- Limited information shared



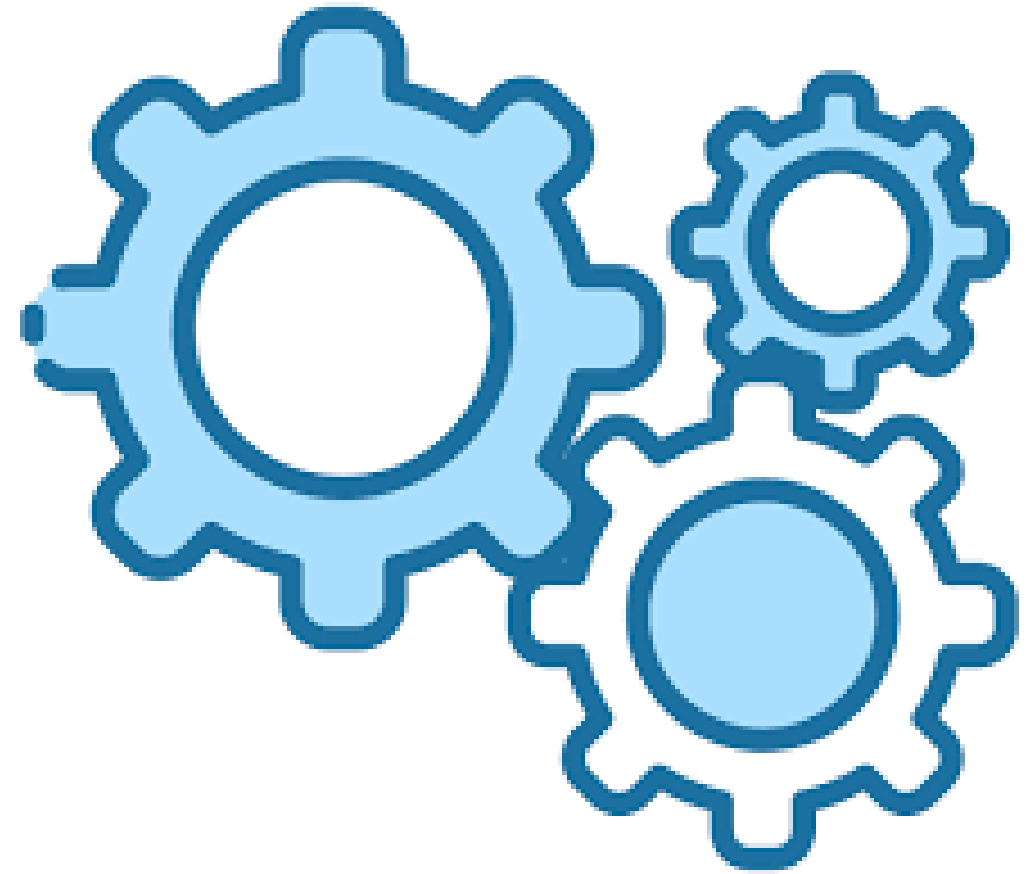
Coordinated

- Sharing information and knowledge
- Higher transparency and visibility
- lower uncertainty and risk



Integration

- Strong intra-organisational integration
- High level of trust
- Commitment
- Customization
- Delayed Differentiation



Partnership

- High frequency of communication
- Interaction
- Economic exchanges
- Exchanged information



Supplier – Supplier

- What is the difference between Buyer- Supplier?

More Products

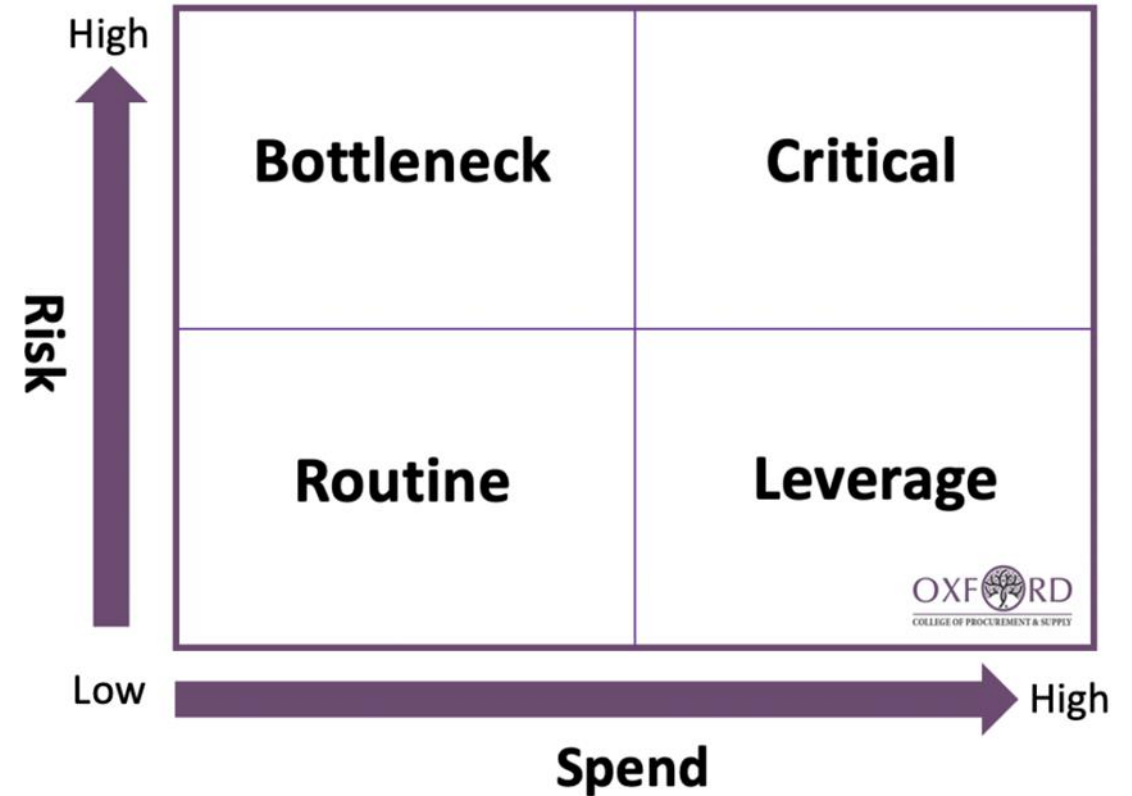


Kraljic Matrix

A method for classifying your purchasing portfolio

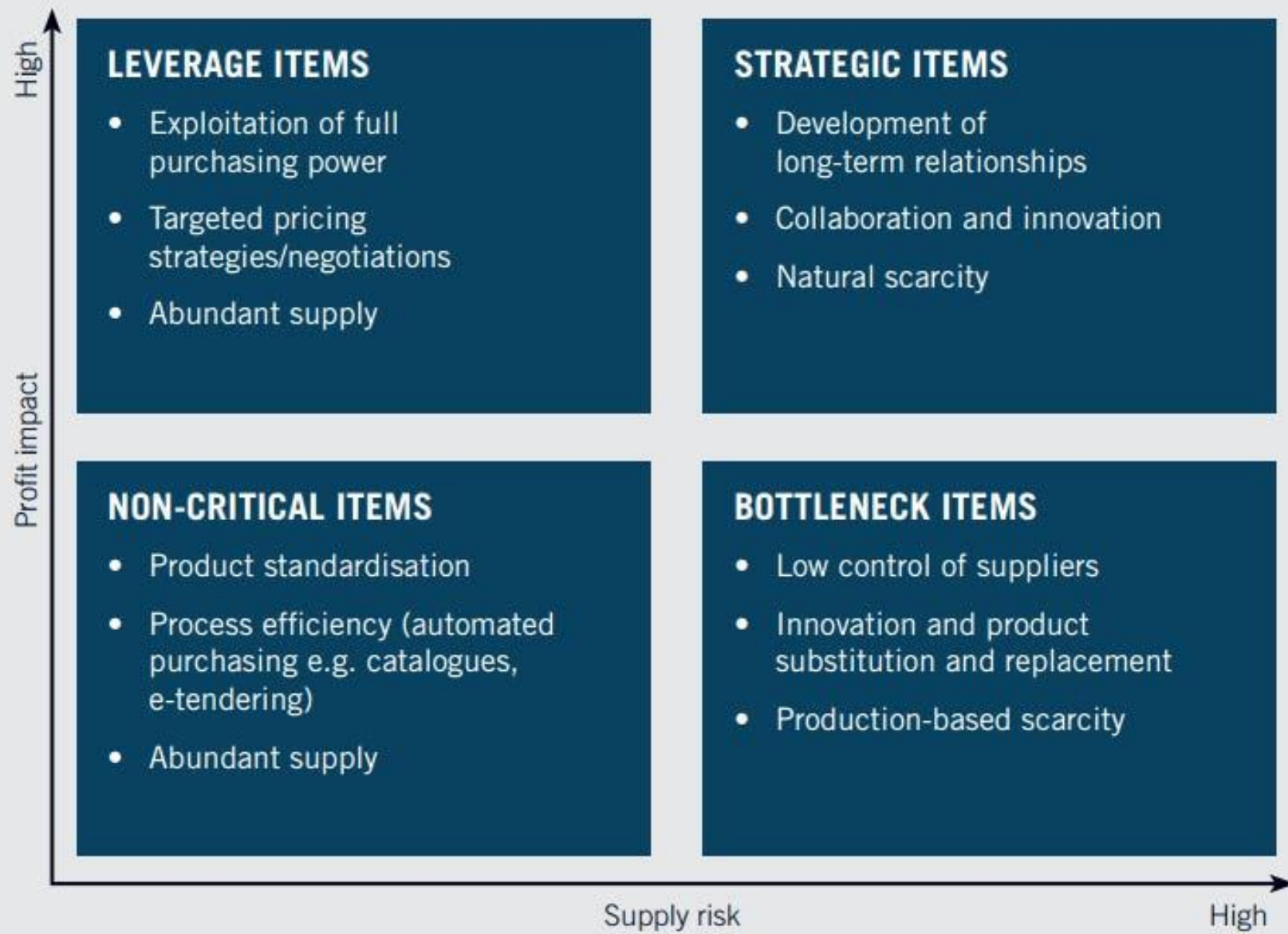


The Kraljic Matrix



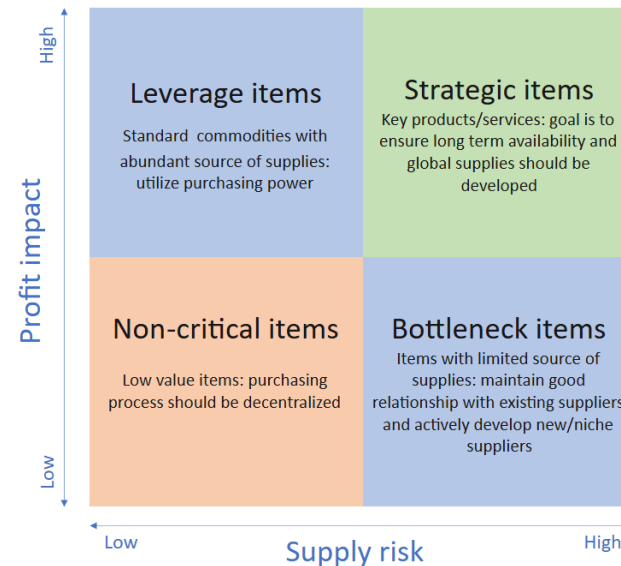
From "Purchasing Must Become Supply Management" by Peter Kraljic, September 1983. Copyright © 1983 by the Harvard Business School Publishing Corporation; all rights reserved.





Activity – the Kraljic Matrix

Give me examples of restaurants supplies that would fall into each quadrant of the matrix.



Scan these codes to remind yourself of the regulations regarding food safety
Ask yourself 'how do these apply to suppliers as well as restaurants'?

Food Standards Act 2019



Food Safety Act 1990



Discussion

What sectors/types make up the food service industry?



Different sectors in the food service industry

- Restaurants
- Takeaways
- Outdoor Catering
- Hotels
- Retail
- Industrial Catering
- Events
- Motorway Services
- Fast Food
- Leisure Attractions
- Transport Catering
- Welfare Catering



Sectors of food service and their role in Sourcing

“The restaurant, food service, hospitality and health care industries have many frameworks, guidelines, standards and metrics to promote healthy and sustainable food systems.”
(Kraak V. 2019, pg 106).

“In the future, restaurant and food service industry businesses should harmonise universal nutrition and environmental sustainability guidelines and standards to support healthy and sustainable meals” (Kraak V, 2019, pg 111)

- Sustainable food
 - Local produce
 - Sustainably grown
 - Planet before profit
- Procure healthier options for people and the planet



Source: Culinary Institute of America, Harvard T.H. Chan School of Public Health, and President and Fellows of Harvard College (2018) in Kraak, V. (2019)

ANY
QUESTIONS?



List of References

CIPS. (2023) Sourcing and Types of Sourcing. Available at: <https://www.cips.org/intelligence-hub/sourcing> (Accessed: 04 Oct, 2023).

Fossas-Olalla, M., Minguela-Rata, B., Escot-Mangas, L. and Sanduli, F, D. (2013) Cooperation strategy in buyer-supplier relationship and its effect on buyer performance. *Paper presented at 35th DRUID Celebration Conference 2013*, Barcelona, Spain, June 17-19.

Kraak, V. (2019) *Food service and restaurant sectors*. Available from:
https://www.researchgate.net/publication/336860010_Food_service_and_restaurant_sectors

Stange, R., Schiele, H. and Henseler, J. (2022) 'Advancing purchasing as a design science: Publication guidelines to shift towards more relevant purchasing research', *Journal of purchasing and supply management*, 28(1), p. 100750–. Available at: <https://doi.org/10.1016/j.pursup.2022.100750>.

Assignment Submissions – the rules

Assignments must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.

If you submit your assignment 7 days late you **will be capped at 40%**. If you submit your assignment more than 7 days late you will receive 0.

Assignments in-brief

Assignment 1: Essay, deadline 7/3/25 at 11.59pm

Assignment 2: Report, deadline 7/5/25, at 11.59pm

Assignment 1 in more detail (1)

Essay Title – The benefits and drawbacks of sourcing locally

- Research and write an essay that investigates the differences between local and global sourcing of produce, focusing on their effects on produce quality and sustainability.
- Define what locally sourcing means.
- Discuss the benefits of local sourcing, including:
 - Quality
 - Freshness/preservation of nutrients
 - Supporting eco-friendly farming practices
 - Supporting local economies
- Considering factors like carbon footprint and sustainability.
 - Discuss the concept of "food miles."

Assignment 1 in more detail (2)

- Discuss any issues with local sourcing and identify reasons why restaurants may feel they need to source some food globally, including
 - Quality
 - Cost
 - Shelf life of preservative free ingredients
 - Variety/non-availability of some produce locally e.g. certain spices for certain types of cuisine
- Explore how consumer preferences influence the choice between local and global produce.
 - Trends in gastronomy
 - Provenance
 - Sustainability
- Include examples of two restaurants within Wales that have successfully embraced local sourcing. Highlight their strategies and outcomes.

You must present your essay with a title page, this to include:

The title of the essay - **The benefits and drawbacks of sourcing locally**

- Your name
- Your student ID number
- The module title: Produce, Provenance and Sourcing BMGM4005
- Your lecturer's name

You should structure your work with an opening introduction (around 10% of your word count), where you will explain the purpose of the essay, whilst also defining key terms appropriate for your essay. This will be followed by your main body (80% of your word count), where you will provide arguments for and against local vs global sourcing. This section will contain several paragraphs and should flow nicely from one section to the next (the golden thread). Conclude your essay with a closing paragraph (10% of your word count). The conclusion should contain no new material.

See You
Next time!