

Produce, Provenance & Sourcing

BMGM4005

Week 1: Introduction to Produce, Provenance and Sourcing

Ben Chong

k.chong@uwtsd.ac.uk

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Module Aim

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.

Learning Outcomes

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.

Assignment Submission

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.

If you have any technique issue, you have to send your work through email before the deadline. Otherwise, it will consider as a late submission.

Ice Breaking

- Briefly introduce yourselves.
- Why gastronomy management/ hospitality management?
- What do you expect from the lesson?
- Tell us something special related to you.

Week 1

What is produce?

- I. to make something or bring something into existence
(Cambridge Dictionary, 2023).



What is produce?

- II. Produce, in the context of the food service industry, refers to fresh, agricultural products, primarily fruits and vegetables, that are cultivated for consumption



What is Provenance?

- I. Provenance refers to the origin or source of something, particularly in the context of food and products.

It involves tracing the history, lineage, or chain of custody of an item to determine where it comes from, how it was produced or acquired, and any relevant details about its history.



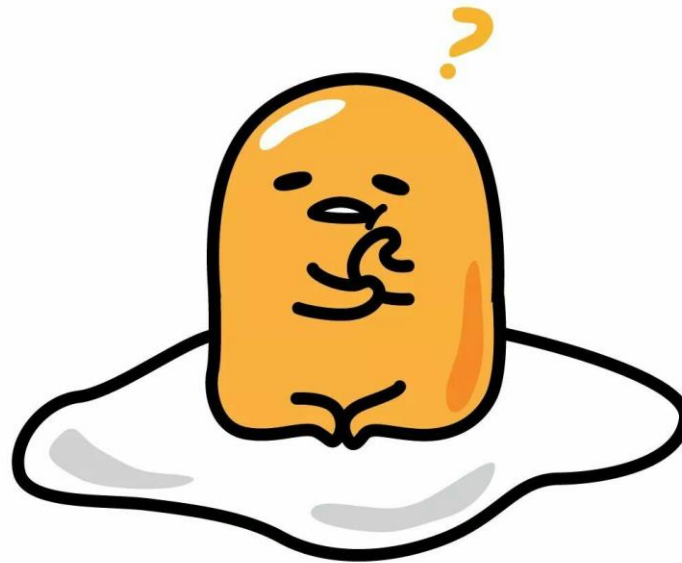
What is Provenance?



- II. In the food industry, provenance often relates to the geographical location where a specific food or ingredient was grown, harvested, or produced.

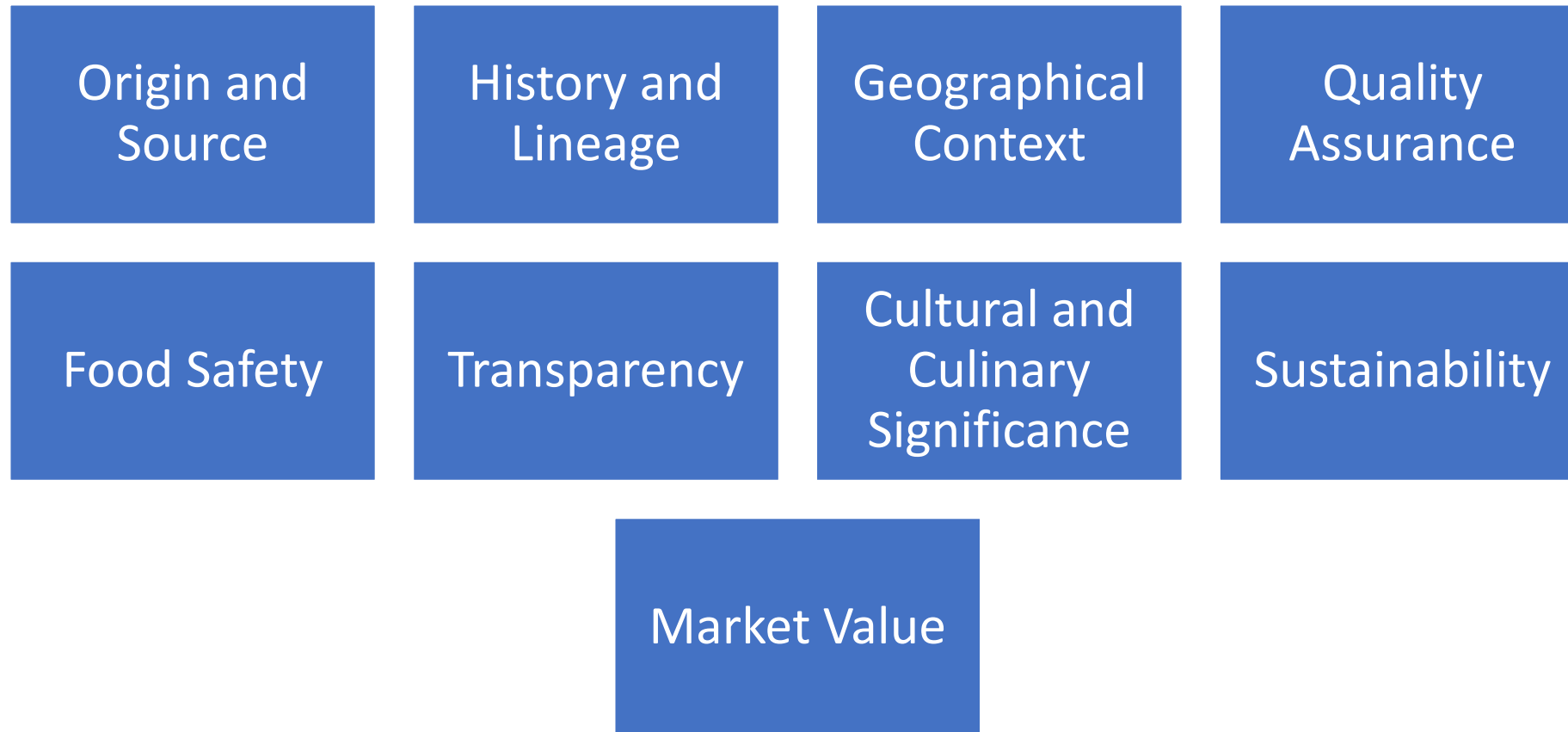
In the context of food, it can also refer to the farm or region where fruits, vegetables, meats, or other products were sourced.

Why do we care about “Provenance”?



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Key Factors in Provenance



What is Sourcing?

- I. According to Cambridge Dictionary (2003), sourcing is the act of getting something, especially products or materials, from a particular place
- II. Sourcing refers to the process of finding, selecting, and acquiring the necessary materials, products, services, or goods that a business or organisation requires to operate effectively.



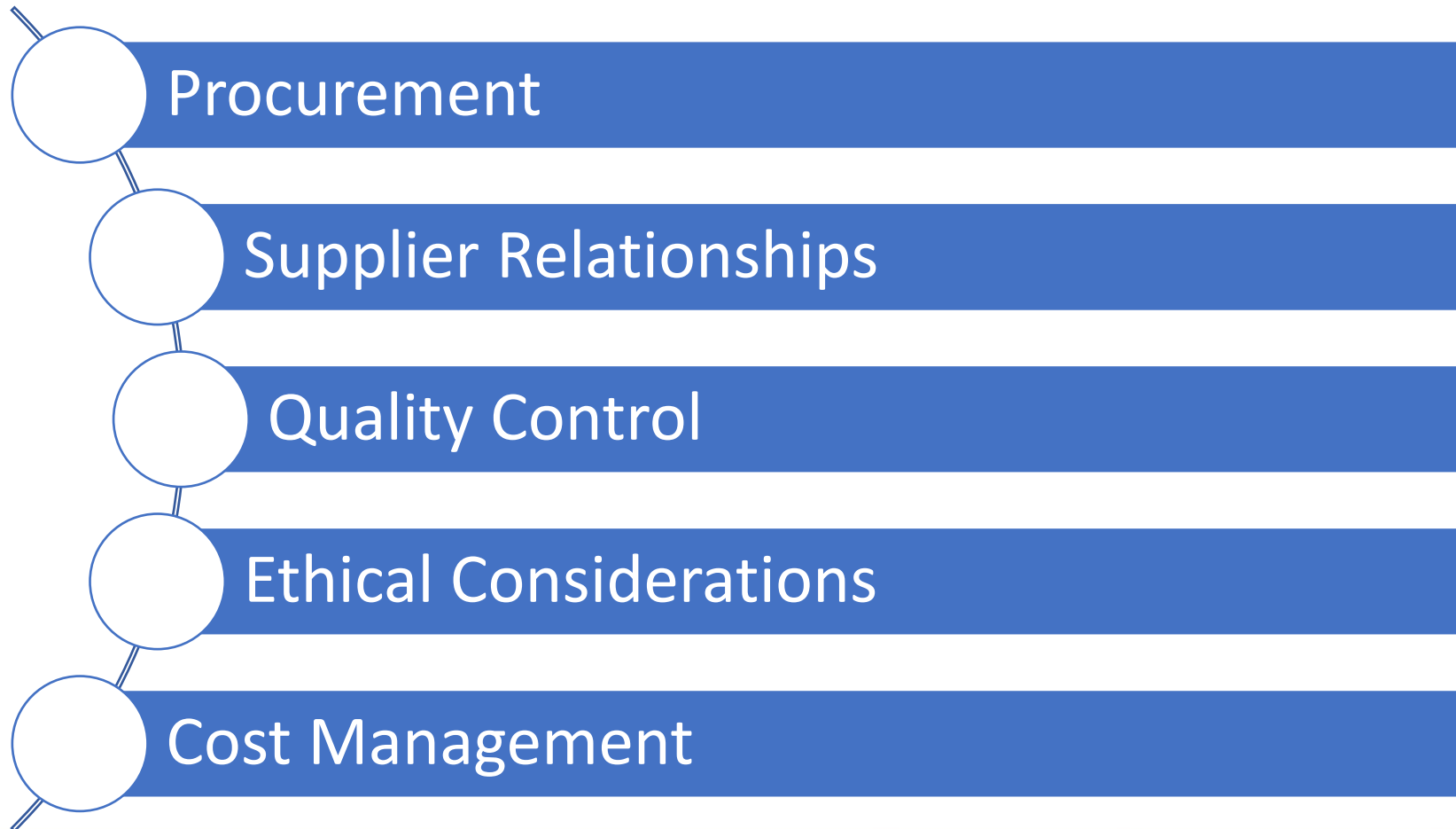
What is Sourcing?

- iii. In the context of the food service industry, sourcing involves acquiring the various ingredients, products, equipment, and supplies needed for restaurant or kitchen operations.



Sourcing decisions in the food service industry are essential for ensuring the quality, safety, and sustainability of the items used in food preparation and service.

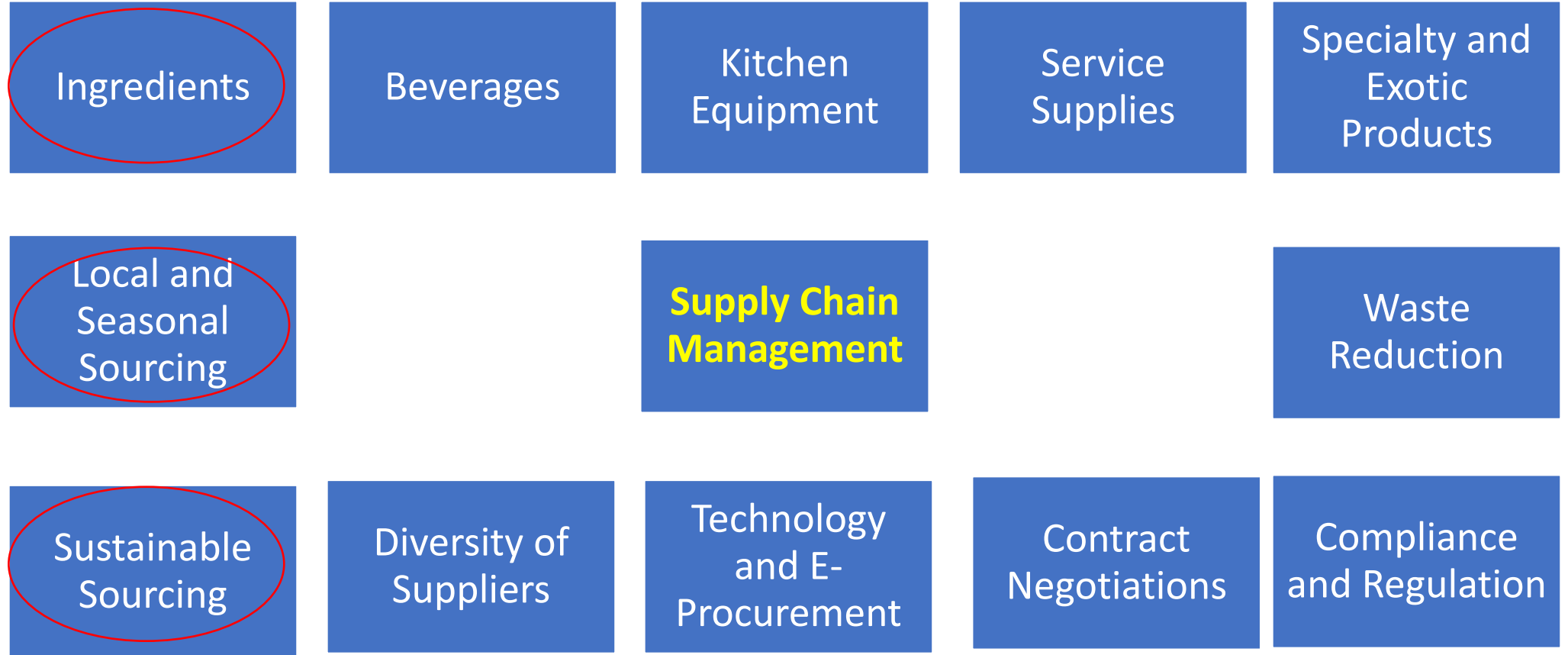
The Nature of Product Sourcing



What can be Product Sourcing?



The Scope of Product Sourcing



Influences of Product Sourcing

- Cost and Budget
- Quality and Freshness
- Sustainability
- Local Sourcing
- Seasonality
- Menu Concept



Influences of Product Sourcing

- Ethical Considerations
- Consumer Preferences
- Food Safety and Regulations
- Supply Chain Reliability
- Competition
- Cultural and Regional Influences
- Economic Factors
- Waste Reduction and Sustainability Goals
- Allergen and Dietary Restrictions
- Menu Flexibility

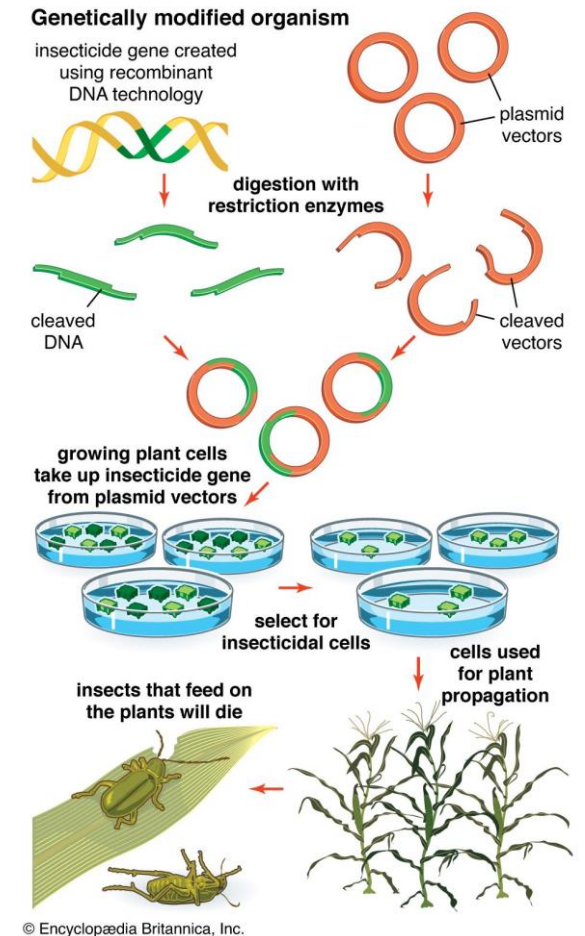
Legal and Ethical Considerations

- Food Safety and Quality Regulations
- Sustainable Sourcing
- Fair Labor Practices
- Animal Welfare



Legal and Ethical Considerations

- Transparency and Labelling
- Genetically Modified Organisms (GMOs)
- Local Sourcing and Community Impact
- Food Waste Reduction



The Role of Purchasing Manager

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



Restaurant and Supplier Relationships



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

Activity - Discussion

- What is the most important factor in sourcing a supplier?

List of Reference

Cambridge Dictionary. (2023) *Produce*. Available at: <https://dictionary.cambridge.org/dictionary/english/produce> (Accessed: 22 Sep 2023).



