

Produce, Provenance & Sourcing

by Rodica-Mihaela Patrunjei

Submission date: 27-Oct-2023 09:03AM (UTC+0100)

Submission ID: 214163804

File name: 34890_Rodica-Mihaela_Patrunjei_Produce__Provenance__Sourcing_528998_724783367.docx
(20.05K)

Word count: 1632

Character count: 8326

University of Wales Trinity Saint David

Hospitality & Tourism Management

Produce, Provenance & Sourcing *Missing module code*

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27 October 2023

Break a new page

Produce, Provenance & Sourcing *Title should be Local vs Global Sourcing*

The provenance and the supply of products is one of the most important parts of management in a hospitality business. The way how you will manage to source the ingredients for your business will affect the quality and consistency of the menu whether we are talking about food, drinks or consumables. A strong menu, well sourced and priced will assure the success of your business. Today's consumers are requiring sustainable produce, innovative menu, good quality and low prices, factors that can make the sourcing very challenging. *What is the purpose of the essay?*

To supply products for a restaurant will require to create a chain of suppliers able to provide and deliver all the ingredients, equipment and maintenance. While this process sound simple enough, the speed and efficiency that it must operate at are a key. Hospitality industry is known for its fast pace and any break in the supply chain can have disastrous consequences. Choosing reputable suppliers, will assure a smooth operation and will cover all the legal requirements for this side of the business.

I work for Davy's of London, one of the oldest family wine merchants and operators of wine bars in London with 150 years of activity over 5 generations. Today, the company operate 20 wine bars, all based in Central London. The chain of suppliers consisting of 12 companies that supply us with all necessary products and maintenance. For example, Brakes, our main supplier for vegetables, dairy, fish and consumables, understands that local sourcing requested by customer it is an important aspect. On the official website they explain their approach regarding sourcing. "More than 65% of our own brand range is produced and in the UK. British-first sourcing approach, we aim to offer local/regional options in each product category, a British choice where available and in season. Regarding ethical standards, we understand they have a duty to ensure their product are not only sourced responsibly but also in an ethical way to ensure strict standards and traceability in the supply chain. Brakes also have zero tolerance regarding inhumane conditions of work and slavery and every supplier to Brakes signs must adhere to a strict Ethical Code of Conduct. This policy covers topics like anti-bribery and corruption, competition laws, health and safety and protecting whistle-blowers and modern slavery. Also, all the products are produced in a sustainable way minimising any negative environmental, social or ethical impacts. Brakes it was the first company in Foodservice to introduce MSC certified fish products and they will ban cage eggs by 2025. "

Add citation to quotation

The meat source for Davy's is Campbell Brothers, catering butcher from 1902. "As Scotland oldest traditional catering butcher pride ourselves on creating long term partnership with both farming partners and clients alike. Campbell Brothers business has built on traditional values with quality being a key in both product and service" this is the description of a local company as one alternative to the industrial food production and supply. They will stand for ethical sourcing, animal welfare, sustainability and provenance. Traceability systems allow for all products to be fully traceable from farm to fork. They also hold certification for Red Tractor Food Assurance and Quality Meat Scotland Brand licencing schemes assuring food safety. Twice per year, the company will organise trips to the farms for the clients to understand better from where the products are sourced.

Support

1

As Head chef at the Flagship site of the company, The Boot and Flogger, my job is to source the products that will maintain the consistency and quality of the menu at a price agreed by customers. Any interruption in the supply can have catastrophic implications. For every menu build we are trying to plan how we can source every single ingredient and secure the same price of the ingredients for the whole season. Our menu is Traditional British, and the guests will expect to find local ingredients cooked after traditional recipes. We have on the menu some recipes dating from 1965, the year when this restaurant opens to the public. For example, Smoked Salmon plate have the same presentation as 58 years ago. We are also selling the same recipe of Sticky Toffee Pudding or Duck Pate. All these recipes are much loved by our guests but a challenge when coming to sourcing the ingredients and costing. We have also a duty to our guests to inform them from where the ingredients are sourced, for this reason some of the dishes have in the description the name of the farm or area of provenience. For example, Severn and Wye Smoked Salmon, Potted Devon Crab, Surrey Hills Sirloin steak, Somerset Brie cheese, Cornish Clotted cream for puddings. The menu is changed after every season, a chance to adapt the dishes to availability and keeping the food trend up to date. This is the way to be sure the menu will stay sustainable and will keep the company on track regarding protecting the environment. ¶ e drink's menu, Davy of London choose a different strategy of sourcing. After many years of having his own label on wines produced in Australia and Chile and imported in UK, they have today contracts with independent and exclusive wines from all over the world. Bordeaux, Burgundy, Tuscany, Sardinia for the classic wines, Portugal and Spain with its port and Sherry. The wholesale operation is supplying for some of the most established restaurants and bars in London. All the fluctuation in prices on today market affected by Brexit and the Covid -19 pandemic, our customers are requiring fair prices for their experience with us. Some of the reviews will point out this aspect. "The bottled beer is very expensive; we know that the prices have risen but it feels too much" says WGB on 02 of October 2023. "Food very good but a very limited menu for £47.50 per person, expensive" says another visitor on 12 of August 2023.

Is that a trend in the industry? Need research support.

Support

2

The Covid-19 Pandemic caused significant disruptions to global operations and supply chains. Most of the companies were forced to reorganise their activity due to lack of staff and the difficulty of procuring products at similar prices. For restaurants, that it was a moment when new suppliers were found, old contracts were renegotiated due to a necessity to balance the fluctuation of the food market. For some businesses this process was bringing disruptions and temporary menu in place to deal with some shortages of ingredients.

In an article published on Oxford Academic, on 24 of August 2020, Impact of Covid-19 on the food supply chain, by Serpil Aday and Mehmet Seckin Aday, were explaining the process of going back to a normal market.

Improper Citation

“A pandemic is not a new event encountered in the history of humanity because mankind has faced various pandemics in history. The common point of pandemics is their serious negative effects on the global economy. Considering the food supply chain, one of the most important sectors of the economy, it has been seen that Covid-19 has an impact on the whole process from the field to the customer. Therefore, governments should facilitate the movement of the workers and agri-food products. In addition, small farmers or vulnerable people should be supported financially. Facilities should change the working conditions and maintain the health and safety of employees by altering safety measures. Food protectionist policies should be avoided to prevent an increase in food prices. In conclusion, each country must realise the severity of the situation and sometimes should tighten or loosen the measures according to the spread of the pandemic. The supply chain also should be flexible enough to respond to the challenges in the food supply chain. The purpose of this review is to evaluate the impact of Covid-19 on the agriculture and food sector and to summarise the recommendations required to reduce and control the effect of pandemic.”

The new armed conflicts also challenged the supply chain all over the globe. Ukraine war started in February 2022 add a massive pressure on the food market. In a Westminster Hall debate, Christian Matheson MP said in his report, on 20 of July 2022: “Effect of the war in Ukraine on UK farming and food production :”The conflict has prevented farmers from attending their fields and has disrupted transport networks. Farm machinery and buildings have been damaged and fire is destroying crops. The UN Food and Agriculture Organisation (FAO) has projected that the conflict in Ukraine will lead to a rise in global food prices in 2022 of between 8% and 22%. It could lead to an increase of 13 million more chronically undernourished people in 2022, and 17 million more in 2023. “

To understand the massive impact on the economy it is important to remember that in 2022 the market size of the hospitality industry it was 16.42 billion pounds, details published by Statista Research Department on 7 of September 2023.

Improper Citation

With over 3 million people working in this part of the British economy, the Hospitality and tourism sector is a key pillar in the UK economy success.

References:

Check references

- 5 Components of Restaurant Supply Chain, Choco Stories/ Restaurant Management, 25 may 2022
- Brakes Foodservice, UK’s Leading Food Wholesalers and Suppliers, About Us
- Campbell Brothers, Wholesale Meat Suppliers, About Us
- Davy’s of London, Our story
- Design my night, The Boot and Flogger Reviews, WGB, 02.10.2023
- Design my night, The Boot and Flogger Reviews ,12.08.2023
- The Buyer, 15 February 2017 by Richard Siddle
- Oxford Academic, 24 of August 2020, Impact of Covid-19 on the food supply chain, by Serpil Aday and Mehmet Seckin Aday

- Westminster Hall debate, Christian Matheson MP Report, on 20 of July 2022: “Effect of the war in Ukraine on UK farming and food production”

Produce, Provenance & Sourcing

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Please read the rubric for comments.

40/100

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PAGE 1

Text Comment. Missing module code

Text Comment. Break a new page

Text Comment. Title should be Local vs Global Sourcing

Text Comment. What is the purpose of the essay?

QM

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.

PAGE 2

QM

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.



Comment 1

You have to reference the source even though this is your own knowledge. It is important to show the credibility of the sources.

Text Comment. Is that a trend in the industry? Need research support.

QM

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QM



New paragraph:

When a paragraph gets too long your reasoning may appear jumbled and confused. Paragraphs are the steps that allow your reader to make progress through your paper. Without enough steps, the argument becomes difficult to follow. Usually there are subtle shifts of emphasis within a long paragraph that can become a paragraph break. Try to figure out what your paragraph's main point is so that your reader doesn't have to.

QM

Support

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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.



Comment 2

How its affect the choice of suppliers?

PAGE 3

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Comment 3

This is the reason to support local sourcing.



Comment 4

This is the reason for global sourcing.



Comment 5

What is the purpose of the source? It has affected the choice of local or global sourcing?
Need further explanation.

QM

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QM

Check references

Check this page for accuracy of referencing.

PAGE 4

GRADING FORM: PPS

RODICA-MIHAELA PATRUNJEI

40

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 incorrect referencing style. You should apply Harvard Referencing Style. Please revise the reference guidance which is available on module page and library page.

5

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 your understanding in subject knowledge with very limited literature support. You should discuss the concept of "food miles", carbon footprint and sustainability. Need further explanation of the importance of customer preference. .

10

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 analysed the choices of suppliers in different aspects. However, not enough research support your view points. E.g. Why sustainability is important? Any data to support customers pretences?

14

PRACTICAL /20

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



You have examples to demonstrated the choice of sourcing. However, you need better comparison in local and global sourcing with theories/ data support.

8

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.



The text need to be justified and 1.5 space spacing. This is not a reflective essay, therefore, prevent the use of first person writing, you should use third person writing. Missing conclusion.

3

Prevent the long quotation and try to paraphrase the sources.