

Assignment Title: Food purchasing Trends and their influence on Menu Compilation.

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Module: Produce, Provenance and Sourcing

Module code: BMGM4005

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There are many food sourcing reasons depending on factors, such as food trends that people have heard about, diner's requirements for special diets, healthy diets, nutritious food, seasonality, environmental factors, and animal welfare.

People are eating more saturated fat and less of vegetables, fruit and fibre than they should. This trend is internationally and not just in the UK, (C D'Angelo 2020). There is more awareness of the benefits of eating healthy and implications of having a poor diet on health, and the environment. People are using companies such as, Hello fresh, where you get fresh ingredients, in the exact quantity needed for each of the meals, for a week, and delivered to the door, (hellofresh 28-04-23). This eliminates food waste and is packaged in recyclable materials, (mind.org.uk 28-04-23). They are committed to reduce emissions and the amount of food waste sent to the landfill, (Circularonline.co.uk 06-05-23). More restaurants and takeaways are taking similar approaches in delivering or scheduling pick-ups of healthy fresh cooked food, (businessmodelsinc.com 6-5-23).

When product sourcing, decision of choosing the right supplier is influenced by many factors. Looking at how reliable the suppliers are, comparing prices, and quality of the products. Deciding whether one or multiple suppliers required, (smallbiz trends 08-05-23). Contracts need to be signed after negotiating the deal. When they guarantee high quality products then if anything changes then they must notify the business in advance, (S. Garcao 01-05-23).

Negotiations help the suppliers understand your budget and quantity needs (choco.com 08-05-23). Buying in bulk gives better value and pricing, but lower prices may mean lower quality, so negotiating for both would be good. However, asking for too much price reductions could mean suppliers start compromising with quality, as they are also trying to run a business for profit (Plateiq.com 08-05-23). The reliability of the supply is vital so getting all supplies from one company might be great in terms of good pricing, but they may fall short in some of their supplies then the cost might go up considering having to buy from other places last minute, (Supplychaingamechanger 08-05-23).

Ensuring the reliability of any supplier can be hard especially through a crisis. The heavy rain and floods in Spain and Italy in 2021, led to a decrease in the availability of tomatoes and cucumbers production (TSC.com 08-05-23).

By using fresh food that would spoil quickly, and using these ingredients in many dishes would mean using more seasonal produce. Having specials of the day is a brilliant way of using up these fresh products. Communicating the specials menu to the front of restaurant staff is vital so they can talk about the fresh special menu of the day to try and interest the customers to order it. Inventory needs to be managed well so food rotation takes place, that would mean new stock are kept behind so the old stock can be used first to prevent wastage, (Ziphacp.com 08-05-23)

There needs to be an agreement on the payment terms. If payments are not made by due dates, then it affects both parties. Small businesses do not have the cash flow to manage it, and some bankruptcies are a result of these payments not being received on time, (getyooz.com 2-5-23). Not keeping up with payments will sour business relationships and they may stop the supplies all together and the business will suffer directly from the withdrawal of this service. Some payments delays may be unavoidable but informing the supplier as soon as possible will show a level of respect towards the suppliers. Reputations of a business that is known to not keep up with payments can

become detrimental as suppliers could decide not to take risks and if they do it will be on their terms and pricing that may not be as favourable.

Awareness of the importance of reducing carbon footprints is increasing so we can meet our needs now without compromising with the future. In the UK, a big percentage of UK lamb is imported from New Zealand because of the cheaper price of meat. A New Zealand study in 2007, concluded that lamb from their country imported were more sustainable than UK home produced lamb because it has a lower carbon footprint. There were doubts over the study because of the food miles, but many went on to conclude that the findings may be correct since, food miles alone are not an accurate way to measure sustainability as they do not take into consideration other factors such as product emissions, and the energy used. New Zealand weather is better which means their grass will grow for longer and they don't have to feed their sheep's as much as they do in the UK. The food miles add up when each UK supermarket has its own abattoir. Not buying from New Zealand, becomes more expensive on the menu. Amid these debates some UK companies are only using local lambs, like Aldi did in 2016. Putting these environmental debates aside, people want to support local businesses. Emission and environmental production would be higher due to the UK climate not being as ideal as New Zealand's. There are pros and cons, but food that are in season, taste better, are nutritious, fresh, and cheaper.

Businesses are taking approaches in committing to protect the environment. One example is the Pig hotel, where they produce 17 tonnes of fruit and vegetable on site which means that there is no packaging or travelling involved. This significantly reduces food miles and packaging, (The Pig Hotel 10-05-23). Businesses that have the space to grow their own produce to use in their restaurants, would use what there is and all that there is seasonally.

In Costa they have fair labour posters up to show that they pay their workers a fair pay and serve sustainable coffee. These points attract and retain customers, that would rather go there over other cafes.

Conventional way of farming is to produce mass amounts in an intense manner to feed many, for less. Organic farming is on a small scale, seasonal and at a high cost. It is tastier and it is about bringing health back into the soil which would mean healthier people. It protects the biodiversity and acts on the well-being of the future. Sustainable farming is between organic and conventional and will be beneficial in the long term. It is about animal welfare, soil health and fair labour. (Science article 21-0523).

The UK is conscious about animal welfare, consumers could pay extra for better treat animals, such as free range and red tractor farms. From an ethical point of view, it is about how well the animal are being treat and respected as they can feel pain and fear. In the UK, there are legal considerations, when animals are moved about, whether from farm to market they need to be tracked. This is so that they can be contained and tracked in case of an outbreak of animal disease. (Gov.UK 21-05-23)

Health inspectors visit to ensure the food served is safe and need to see regular records updated on paper. All food needs to be stored appropriately to prevent cross contamination, labelled, dated, and kept at right temperatures to prevent food poisoning.

There are diverse ways of being sustainable. These are what consumers look for, in line to their values. Sustainability is the current topic that interest people, and consumer's support what they believe. Having conversations over how you are playing a role in supporting these issues will interest the customers and they will feel part of making a difference in the matter. Whether small businesses

are locally sourcing to reduce carbon footprint or unable to do it because of that increase of cost that will affect the business; they can communicate to customers about how they are strict on recycling packaging and ordering once a week where possible instead of many times and one supplier rather than many, to reduce the food miles. People like to dine where they agree with business' values, this increases customer growth and profits. Staff's morale and motivation increases when they talk about the sustainability. They feel they are helping in contributing to a positive cause, (Burton-Hughes 2023).

Hospitals and prisons would struggle to source locally as they would need sourcing from suppliers with UK wide reach, but they can use seasonal vegetables that will keep food miles down as well as costs.

The farm to table movement is huge. Some businesses that have the space, grow their own produce and serve everything that there is in season and use it all. It means less wastage and no deliveries. This is on the increase as we want what is best for the environment and it tastes great and is fresher than being transported from far. Crocadon restaurant, in Southeast Cornwall is an example, it is situated in a barn in St Mellion. They use organic ingredients and what is produced in the farm which means the menu will change according to the weeks harvest. This would keep the menu exciting and interesting to the customers, (Country and Townhouse 15-05-23).

Word count - 1510

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