



Provenance, sustainability &  
country of origin

## The Chef's Perspective

Foodservice Channel  
Conference

23<sup>rd</sup> March 2022



# A conversation with chefs from across the foodservice sector

**A programme of research to obtain the points of view of chefs, business owners and others involved in the foodservice sector on the trends affecting their businesses with a focus on provenance, traceability and sustainability**

A mix of approaches were used during February and March 2022:

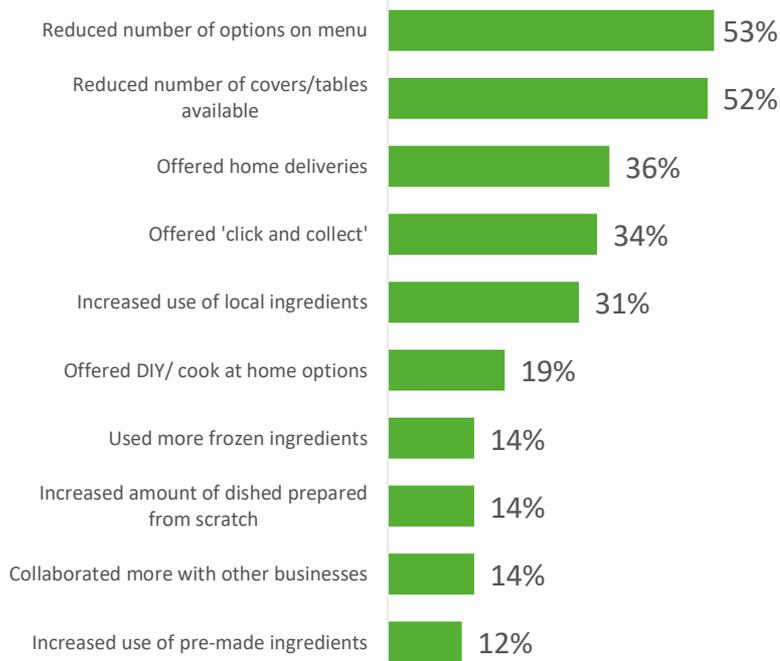
- In depth interviews with 14 chefs – including restaurant owners, head chefs, catering companies and foodservice wholesalers
- A focus group with student chefs at City of Glasgow College
- An online survey of over 200 chefs from across the UK



# Setting the scene 1:

## Foodservice has been forced to adapt to survive Covid-19

### How business has adapted during the pandemic:



**Eat at home**



**Diversification**



**Simplified menus**



**Fewer covers**



**Reduced opening**



**Going digital**

# Setting the scene 2: Accelerating trends driven by consumers



Sustainability



Plant based diets



Allergen awareness



Health & wellbeing



Experience



Convenience



Slow food



Ever rising interest in  
food

QUALITY

# Given this context, the chefs we spoke to told us about a number of challenges and opportunities for their businesses today

## ONGOING CHALLENGES...

- Staff recruitment and retention
- Covid 19 cases and isolation
- Lower city centre footfall, office workers
- Supply chain challenges post Brexit, Covid 19 and concerns re. Ukraine Conflict
- Rising costs – of staff, ingredients, fuel, tax...everything!
- More demanding customers



## ARISING OPPORTUNITIES...

- Continuing new ways of working
- Reduced hours/ days – a better work life balance
- Improving sector reputation
- Shorter, more reliable supply chains – with a focus on local/ Scottish/ British.
- More joined up working with local producers to meet consumer demands – local, seasonal, quality.

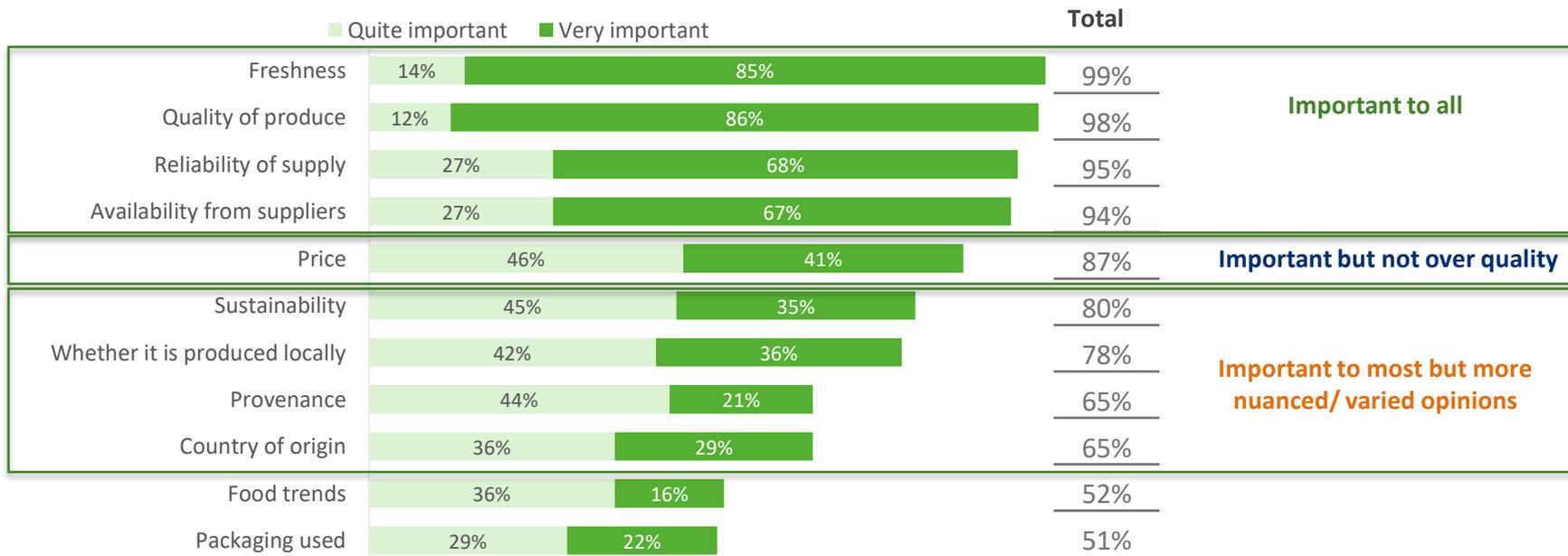
In their own words...





# A wide range of factors need to be considered by chefs when planning menus and ingredients

## Rating of importance of factors (% quite or very important):

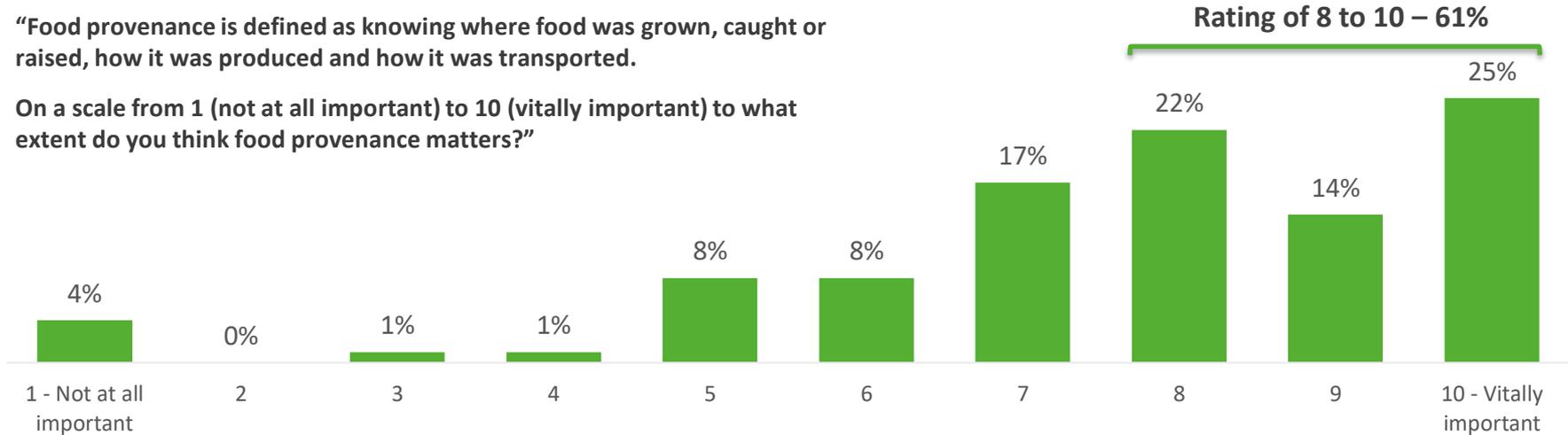


Next, please consider the following list of factors which chefs have told us are important when they are deciding on what to put on their menu and which ingredients to use. Please rate the importance of each of these to you and your business...

# Around 3 in 5 of the chef's we surveyed rated food provenance as important. It is vitally important for a quarter

“Food provenance is defined as knowing where food was grown, caught or raised, how it was produced and how it was transported.

On a scale from 1 (not at all important) to 10 (vitally important) to what extent do you think food provenance matters?”



*“Purchase department gives core product lists.”*

*“Don’t care where its from as long as the GP% works.”*

*“Supporting our local producers to provide a local economy and jobs that means there can be growth in the sector which bring in more employment, growth and range of choice.”*

*“Being able to show where and how produce has been reared, grown, gives a sense of pride and ownership which is passed onto the customers, local businesses need local suppliers.”*

*It is an important story for our menu, that the guests know where their food comes from.”*

# But what does provenance mean to chefs?



# Why and when does provenance matter?

## What do chefs see as the benefits of focusing on provenance?

- ✓ Delivering their personal and/or business ethos
- ✓ Attractive to customers who share similar values
- ✓ Implicitly of higher quality
- ✓ Sustainable – for the planet and their business!
- ✓ Shorter and stronger supply chains
- ✓ Reduced wastage
- ✓ Rewarding for staff
- ✓ Commercial benefits

## A number of factors can influence the ability to deliver provenance...

### Cost and budgets



### Availability of supply



### Customer demands



### Customer understanding



# How do chefs feel about products with Scottish provenance?

An entirely positive view – particularly amongst those based in Scotland...



But some challenges can be faced...

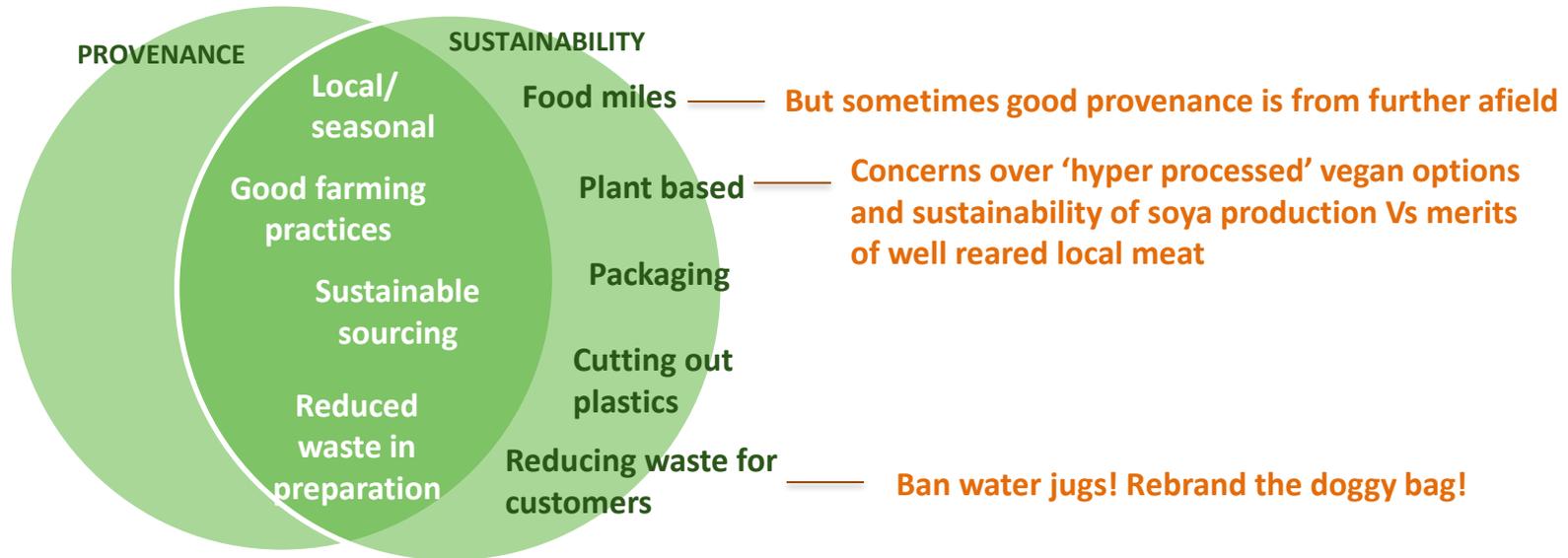
- 'Educating' consumers esp. around seasons
- Balancing demand and supply
- Costs



# The benefits of food provenance and having more environmentally sustainable practices are largely consistent



Environmental sustainability is increasingly important amongst consumers and most chefs – seen as the trend which is here to stay



# In practice how do chefs deliver on their provenance and sustainability values?

## TRUSTED SUPPLIERS



## LIVING AND BREATHING IT



## COMMUNICATING WITH CUSTOMERS

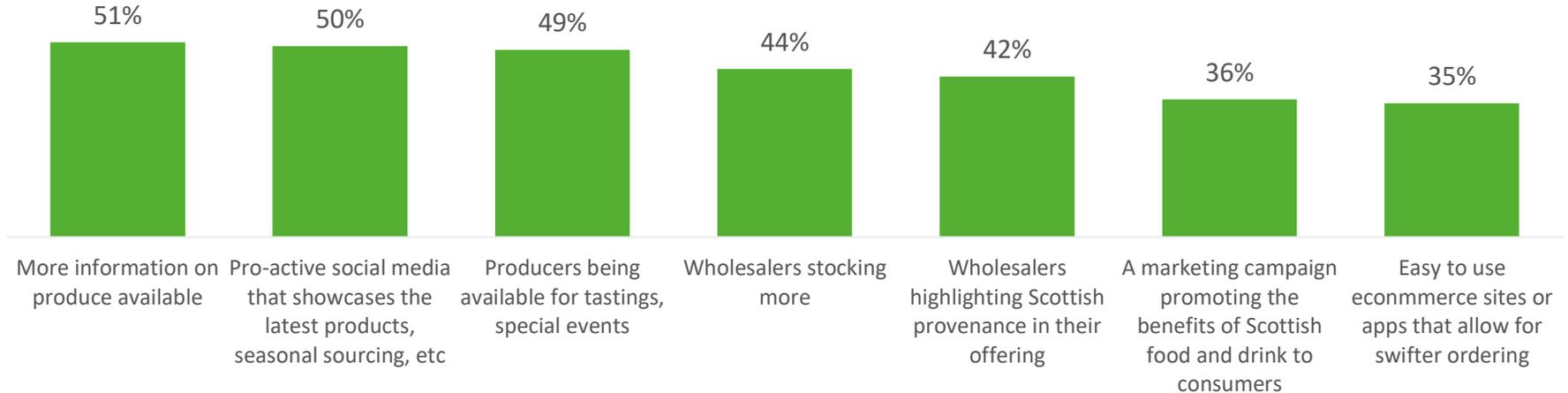


In their own words...



# In the survey of UK chefs, around half stated that they would like more information on Scottish food and drink available

Finally, the Scottish food and drink sector would like to do more to help chefs to grow their businesses and more easily source the produce they want. Which of the following, if any, would you like the sector to do to help you?



# In summary - the Chef's Perspective on opportunities to maximise the potential of Scottish provenance



Raising awareness of the value of provenance and sustainability



Raising the sector's profile - recruiting and upskilling



Greater connections and networking between producers and foodservice



Making good food available for everyone

A final word from our chefs...

The Chef's Perspective

Implications





**Any questions? A follow-up discussion?**

[duncan.stewart@56degreeinsight.com](mailto:duncan.stewart@56degreeinsight.com) | +44 (0) 771 786 8770  
[jim.Eccleston@56degreeinsight.com](mailto:jim.Eccleston@56degreeinsight.com) | +44 (0) 744 703 1396