

What is meant by 'Local' food?
The case of Independent Coffee shops in a British market town

By

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ABSTRACT

Only limited academic attention has been paid to the perspective of the owner/manager of the independent coffee shop in the UK, particularly with regards to the journey of 'local' food onto the plate of the customer in that setting. This lack of attention is surprising; the role of owner/manager who exists between supplier and customer is pivotal, as it is they who source and display what they perceive to be 'local' food items on the menu. If increased local food consumption is to be encouraged in order to contribute to the current sustainability imperative, it is important to consider how these owners/managers understand the term 'local' food and the extent to which they operationalise it in the everyday experience of the coffee shop. The purpose of this thesis, therefore, is to explore the owner/manager perspective of local food by focusing on their attitudes towards 'local food on the menu', 'sourcing of local food', and 'definitions and concepts of local food' whilst also acknowledging the importance of the customer dimension.

Semi-structured interviews were conducted with ten coffee shop owners/managers with ninety-one customer survey questionnaires also completed in five of those coffee shops, in the small rural market town of Oswestry, Shropshire. The results reveal that independent coffee shop owners/managers adopt a reflexive approach to both the sourcing and understanding of 'local' food and they do this in order to accommodate their own operational reality. The role of the owner/manager in the pursuit of getting local food onto the plate of customers, who like to see it on the menu, cannot and should not therefore be underestimated.

An intervention of a best practice aide-memoire for owners/managers is therefore proposed, which offers the potential to assist the independent coffee shop owner/manager in achieving further provision of local food on the menu, for their customers.

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DEDICATION

This thesis is dedicated to **Jake** and **Rowen**,
I love you both to the moon and back, a million times.

CHAPTER ONE: INTRODUCTION

So difficult it is to show the various meanings and imperfections of words when we have nothing else but words to do it with (John Locke, 1689).

1.1 Background and context to the study

A passionate interest in local food provisioning and a lifetime of sampling the many culinary delights of the independent coffee shop were the initial motivations for the choice of subject for this thesis. More specifically, a curiosity about the opportunities that exist in the everyday experience of a coffee shop setting for being able to enjoy a locally sourced food item with a beverage was a significant motivational factor in undertaking this research.

Since Starbucks emerged on the world stage in 1971, opening its first store in Seattle's Pike Place Market, contemporary coffee shop culture in the UK has, over the last five decades undergone an unprecedented transformation. This is partly due to the globalisation of consumer culture but also due to the '...growing appreciation of high-quality coffee, and the public's eager acceptance of casual spots to study, relax, socialize, or pick up an energizing drink' (Tucker 2017, p.4) According to Scott (2006, p.62), '...this huge growth in ...the coffee house phenomenon has been second only to the rise of the mobile phone' with coffee now being 'One of the world's most popular beverages' (Setiyorini, Chen and Pryce, 2023, p.1).

From artisanal independent coffee shops to the international chains, coffee shop culture has now changed the way in which we participate in hospitality on a daily basis; as Scott (2006, p.61) further explains, 'post-modern work and lifestyles demand convenience, comfort and mass consumption of popular culture...' of which coffee consumption and the visit to the coffee shop is an important element in our everyday experience and '...coffee therefore is ...an integral part of life' (Tucker 2017, p.4). The history of coffee being traced back to fifteenth century Ethiopia (Triolo et al., 2023) with coffee now '... a symbol of counterculture for idealistic consumers: a product infused with artisanal and ethical meanings' (Triolo et al., 2023, p.316).

One of reasons for the continued growth of coffee culture (see Ardekani and Rath 2017; Schmidt et al., 2012 and Topik, 2009) is the rise of the small independent coffee shop which typically focuses on the quality of both the coffee and the food, and where the sourcing of local products can be an important aspect of their provision (see Douglas et al., 2018). Many customers frequent the same coffee shop as familiarity and consistency

of product are important to them, a warm welcome with familiar faces and surroundings, being attractive. The coffee shop becomes a 'space' and then a 'place' they frequent regularly (see Topik, 2009; Tuan, 1977). Philosopher Tuan (1977) proposed a humanist perspective on place and space to differentiate the two concepts: place is secure (perhaps however only if we identify with the place), whereas space carries an element of the unknown and 'What begins as undifferentiated space becomes place as we get to know it better and endow it with value' (Tuan, 1977, p.6) which is why we like the familiarity of our favourite coffee shop. The more familiar and therefore comfortable we become with the space, the more we transform it into a place for ourselves (see Low, 1992; Setiyorini, Chen and Pryce, 2023; Waxman, 2006; Wu and Chang, 2023).

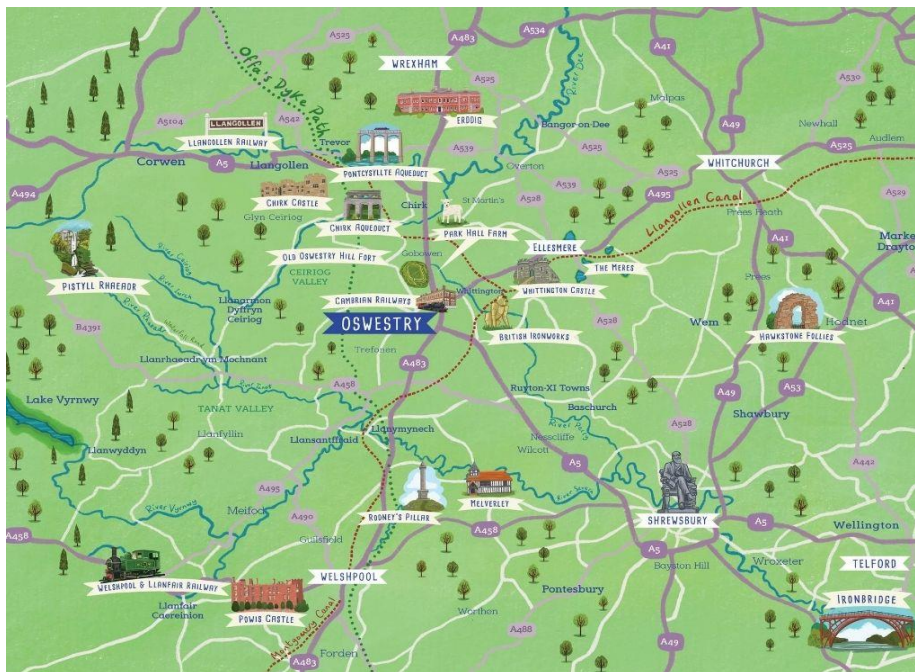
Coffee culture, then, remains an important aspect of the everyday experience for consumers in the UK (Douglas et al., 2018; Triolo et al., 2023; Waxman 2006). With more than 28,000 coffee shops in the UK today (Statista, 2020), the consumer is never far away from an opportunity to sip their favourite beverage and to enjoy a bite to eat; in fact, 29 million people in the UK visited a coffee shop in 2021 (Statista, 2022). More generally, spending in coffee shops worldwide is forecast to reach £4.5 billion by 2024 (Allegra, 2020) yet the now 7,000 plus independent coffee shops in the UK with their 28% market share (Allegra, 2019) struggle to compete with the dominant branded chains. Indeed, in the UK, Costa, Starbucks and Caffè Nero together account for 72% of the branded UK coffee shop market. Nevertheless, many independent coffee shops are able to trade successfully on the basis of their more refined coffee offering and on service, but especially on unique food provisioning, such as local food, with Douglas et al., (2018, p.1) finding that it was '...friendly staff, good quality food and high standards of hygiene' which were in fact the factors for success as an independent coffee shop in the UK. In other words, price and convenience factors remain the domain of the branded coffee shops and competing on this basis is unrealistic and unachievable for the independent coffee shop, because of their lack of purchasing power via economies of scale. Hence, for the independent coffee shop, local food provisioning represents an attractive alternative source of competitive advantage. However, the extent to which the local coffee shop is able and willing to exploit this opportunity is debateable (see Douglas et al., 2018), and more precisely, to date, little if any research has been undertaken into this aspect of food provisioning in coffee shops, hence the focus of this study.

It is important to note here that the term 'coffee shop' was chosen rather than café or coffee house, primarily because the majority of managers / owners participating in the research referred to their business as a coffee shop, not a café or coffee house. Nevertheless, the terms are generally considered interchangeable although, if a

distinction were to be made, it would be on the basis that the term coffee house is an historic term dating back to the 17th Century that was used to describe a place where coffee was served to men who were discussing business (see Topik, 2009). In the UK, café or ‘caf’ as it is sometimes referred to as a working-class colloquialism, is arguably synonymous with a type of establishment where the ubiquitous full English breakfast and mug of tea is served. Hence, the term coffee shop is employed throughout the thesis to refer to a hospitality setting where artisan coffees are served together with a range of other cold and hot beverages, including tea and hot chocolate with some form of food menu also available. That menu offers a meal, usually light, breakfast, snack or a baked good, often a piece of cake.

This research, exploring the meaning and provision of local food, focuses on independent coffee shops in the town of Oswestry, Shropshire, England (see Figures 1.1 and 1.2 below), a town visited on many occasions as my parents moved here from Lancashire over 30 years ago. There are numerous coffee shops in the town; at the time of the research (2019) there were a total of 36, 35 of which were independent and all serving some sort of food offering. There is just one branded outlet in the town – a Costa Coffee.

Figure 1.1: Location of Oswestry



Source: <https://www.visitoswestry.co.uk/oswestry-town-map>

Figure 1.2: Oswestry Town Centre



Source: <https://www.visitoswestry.co.uk/oswestry-town-map>

Oswestry, located in the county of Shropshire, is a small border, rural market town with a current population of 19,483 (2021 Census). With a total land area of 3,197 km² (1,234 square miles), Shropshire is the largest inland rural county in England and is also one of the most sparsely populated with a total 498,073 residents (2021 Census); it is ranked 42 out of 48 counties in England in terms of population size with almost half of the population living in rural areas (Shropshire Council, 2023).

The name Oswestry is thought to be a corruption of 'Oswald's Tree'. According to legend, Oswald, the Christian King of Northumbria, fought a great battle, the Battle of Maserfield, against Penda, the pagan King of Mercia. Oswald was defeated and killed in the battle and, as a warning to others who might challenge his rule, Penda then dismembered Oswald's body and hung his limbs on the branches of a tree, hence the name 'Oswalds Tree'.

As a border town, Oswestry changed hands between the English and the Welsh a number of times during the Middle Ages and consequently still retains some Welsh language-named streets. The town has both 'English Walls' and 'Welsh Walls'. It finally came under English rule in 1535 but maintains strong Welsh cultural associations which

blend into this western edge of Shropshire (Natural England, 2014). It also continues to be known by some by its Welsh name of 'Croesoswallt'. The origins of the town are uncertain although the town's market, a popular Wednesday feature of life in the town dating back to 1190, perhaps laid the foundation for its development. The town centre is depicted in Figure 1.3 below.

Figure 1.3: Image of Oswestry Town Centre



Photo: A. Mackenzie

1.2 Main themes and justification for the research

Local food means different things to different people in different contexts (Eriksen, 2013, p. 49).

As observed above, the independent coffee shop cannot compete on size and economies of scale with the chain coffee shops, such as Starbucks or Costa Coffee. However, the opportunity exists for it to compete on the basis of localness and the provision of local food products. Three main themes are therefore explored in the thesis; first, the multiplicity of meanings attached to the concept of 'local food' in hospitality and related wider literature; second, the meaning of 'local' food from the perspective of the independent coffee shop customer; and third, the contextualisation of that meaning within the coffee shop setting from the perspective of the coffee shop owner / manager.

The owner/manager sources the food for their menu from the supplier. However, the nature of that supply may vary considerably; for example, it may be via a short or longer supply chain, dependent on simple or more complex logistics systems. Hence, owners/managers might utilise a range of sources, from catering suppliers to the market, to smaller retailers, supermarkets, small-scale producers and growers and farmers. Food is then sold via the menu – a useful and invaluable communications tool – to the coffee

shop customer who most typically visits as an everyday experience. This takes place in the coffee shop setting, largely during daytime opening hours, and hence is most likely to comprise the consumption of breakfast, lunch, a snack or baked product, such as a brownie, scone or cake.

According to the World Coffee Portal's 2021 survey (Allegra World Coffee Portal), over a fifth of UK residents visit a coffee shop once a day, with the country projected to boast more coffee shops than pubs by 2030. Therefore, there can be no doubt that, collectively, coffee shops comprise a significant sector of the hospitality industry in the UK. It is also a sector in which the opportunity exists to provide local food on the menu, as it does of course for other hospitality providers, such as pubs, restaurants, and hotels. The menu itself can be utilised as a vehicle for encouraging the choice of local food on the part of the consumer not least by adding to the appeal of such items on the menu through descriptions of their local provenance stories. As Birch, Memery and Kanakarathne (2018, p. 226) suggest presenting an '...opportunity for local growers and producers to leverage such interest [in local food] through the provision of provenance stories...' This in itself might appeal to those who have an identity which is linked to where they are from (see Bowen and Morris 1995; Wansink, Ittersum and Painter 2005). Certainly, the terms 'local', 'locally sourced' and other similar descriptors are often to be seen on menus in restaurants in the UK where the use of words is intended to encapsulate a world that is more inviting and hence appealing to the consumer (see Baiomy, Jones and Goode, 2019; Jurafksy, 2014 and Lashley, 2000) with, of course, the ultimate aim of selling these food products and making a profit.

Eating out in the coffee shop is a relatively new phenomenon (see Warde and Martins, 2000) but what '...seems to unify food consumption outside the home is that it has changed in recent decades at the same pace as societies have modernized' (Diaz-Mendez and Van den Broek, 2017, p. 2). This perhaps goes some way to explaining the increasing popularity of eating out in the coffee shop setting; it is a lifestyle choice made by the more affluent and has become an everyday experience for many in the UK (see Blake, Mellor and Crane, 2010). At the same time, the consumption of local food is one of the fastest growing trends in hospitality, reflecting both perceived customer demand and government policies to support the sustainability of local producers in developed countries (Bianchi and Mortimer, 2015; Penney and Prior, 2013; Roy, Hall and Ballantine, 2020). This trend has been recognised and supported by the UK Government. For example, the 2008 *Food Matters: Towards a Strategy for the 21st Century* policy document (Cabinet Office 2008, p. xii) stated that 'People have become more interested in food production and provenance'. In a similar vein, the *Food 2030 Report*, '...hailed

as the first national food strategy for the UK in 60 years' (Marsden, 2010, p. 443) also refers to food security in terms of local food provisioning. Indeed, the Food Policy Commission on Farming and Food (Cabinet Office, 2002, p. 43) concluded their report by stating that 'One of the greatest opportunities for farmers to add value and retain a bigger slice of retail price is to build on public enthusiasm for locally produced food and food with clear provenance' (also see Morgan, Marsden and Murdoch, 2006). More recently, DEFRA (2022 section 2.4.1) proposed that 'locally produced food with reduced distance between farm and fork can provide societal benefits, such as creating personal connection between producers and consumers, supporting local food cultures and local economic growth, and improving traceability of food through shorter supply chains'. There is, then, much evidence of support for promoting local food production and consumption, yet what appears to be logical and straightforward in principle may be more complex in practice. Indeed, the challenge for coffee shop owners/managers is first being able to understand the meaning of the term 'local' food, second, being enabled to source these 'local' food items for themselves as part of their food provisioning process and third, to describe these items on the menu.

The contemporary local food movement, with evident links to the slow food movement that originated in Italy in the 1980s (Andrews, 2008; Jones et al., 2003) seeks to connect food production and consumption within a particular area or region with the aim of supporting more sustainable food networks and local economies for the benefit of the local environment and society (see Haven-Tang and Jones 2005). However, this movement should not merely be considered an epithet of 'an imagined community', to cite Anderson's (1983) notion of a socially constructed community imagined by the members of that 'community' who perceive themselves as part of a group. The ideal of an 'imagined community' in which we all have access to local food products when we go to our favourite coffee shop could be an unrealistic one due to barriers in terms of both understanding the concept of local by the owner/manager and being able to put it into practice in business. So, although those opportunities exist for the farmer at the farm gate for selling produce, these same opportunities may not exist for the busy coffee shop owner/manager in terms of selling local produce via their menu. As Hall and Sharples (2008, p. 20) point out, however, 'for rural areas and small towns in particular, local food and beverages represent a potential basis for the making of "post-productivist" spaces and thereby to function as vehicles for local and regional growth or revival'. Megicks, Memery and Angell (2012, p. 266) finding that 'In general terms, local food buying tends to be more evident amongst rural consumers that are older and in higher social bandings'.

Those who constitute the 'actors' in the local food provisioning system include, of course, not only the 'supplier' and the 'consumer' but also the 'owner/manager', the hospitality provider whose interpretation of 'local' is important if they wish to provide, and the consumer wishes to consume, 'local' food in the hospitality setting of the coffee shop. But, as Blake, Mellor and Crane (2010, p.411) observe, 'acknowledging the socially constructed nature of the idea of "the local" means research is finally beginning to question who are the agents involved in defining food as local and who is part of "the local" and there is a growing body of literature that recognises the importance of contextualisation'.

An immediate issue, however, is that 'usage of the term local food has not been consistent nor, one could argue, particularly clear' (Erikson, 2013, p. 47). Moreover, the lack of consensus in defining or understanding the concept is not as, Eriksen (2013, p. 47) goes on to say, 'just a matter of academic concern'; rather, it is 'frustrating further developments in the [hospitality] sector' (Pearson et al., 2011, p. 886). Certainly, the lack of attention paid to the perspective of the owner/manager does suggest that current theories of what constitutes 'local' food are based on only a partial understanding of the actors in this particular system. As Tregear (2011, p. 419) suggests, '... the literature has reached something of an impasse, with some debates and exchanges appearing to entrench scholars in established theoretical positions, rather than encourage the breaking of new boundaries'. Eriksen (2013, p. 49) further argues that 'local food means different things to different people in different contexts' and, as a consequence, not only does there still exist no consensus on defining local food (Hall, 2013) but also many definitions tend to be rather complex (Roy, Hall and Ballantine, 2020).

Some research exists however in the context of broader hospitality settings linked to consumer motivations for the purchase of local food (see for example Kim and Eves, 2012; Lu and Geng-Qing, 2017 and Reynolds-Allie and Fields, 2012). Though limited, there are also a few studies that focus specifically on the hospitality owner/manager perspective (e.g., that of the chef or business owner) rather than the consumer perspective (see Alonso and O'Neill 2010; Roy, Hall and Ballantine, 2020; Sharma, Moon and Strohbehn, 2014), with O'Neill, (2014) and Sims, (2010) fleetingly referring to cafes amongst other research sites.

It is then, as Tregear (2007, p.3) tells us, '...impossible to speak of local foods as a singular concept and market as there are too many different types and behaviours inherent in the mix of literature presented, which need to be teased out if local food systems are to be analysed and understood satisfactorily'. The exploration of the coffee

shop setting in this thesis represents both a new boundary and a new context. It is perhaps surprising that little has been written from the owner/manager perspective in the context of local food sourcing and provision, not least because the influence of the owner/manager is paramount in the transition of the food from the supplier onto the plate of the customer. In contrast, however, much has been written from the perspective of the customer (for example, see the seminal works of Blake, Mellor and Crane, 2010; Granvik, et al., 2017; Martinez et al., 2010). Indeed, spanning the last 30 years, the interpretation of 'local' food in the literature from this latter perspective is prolific and, as such, serves to emphasise the gap in knowledge with regards to the role of the owner/manager and the understanding of local.

This study, then, contextualises how the small-scale independent hospitality provider, the coffee shop, in a small rural market town in the UK interprets and perhaps 'stretches' that meaning of 'local' food to accommodate their everyday reality, and whether this coincides with the perceptions of customers as well as key themes put forward in the literature. Food provisioning by the independent coffee shop in this reality is not dictated by a corporate conglomerate, as is the case of the chain coffee shop with its huge resources for purchasing and development. Rather, it is dictated by the owner or manager who chooses, independently, what food to provide on the menu to supplement their beverage provision and who then decides how to describe it on that menu to appeal to the customer. That individual owner / manager is constrained by many factors but especially by their own interpretation and understanding of what constitutes 'local' food, and by the availability of local food products and their cost, factors that are explored, together with others, in the research outcomes section of this thesis. As an overall observation, though, and commenting on another hospitality setting – the restaurant – Roy, Hall and Ballatine (2020, p. 552) found that '... the reality for most restaurants is that because of time scarcity much of the produce they use comes via wholesalers'. This reality is explored in the context of the coffee shop setting later in this thesis.

This thesis seeks then to contribute to and stimulate further debate by offering a perspective that differs from most of the extant research in the area of local food by considering the perspective of the owner/manager within the independent coffee shop (as well as their customer). In so doing, it draws on a number of seminal works on the topic of local food with their various contextualisations. The research undertaken in the ten coffee shops works towards a new understanding in which the owner/manager as decision maker is recognised as being the influencer of the consumer's food choices.

To summarise, then, only limited attention has been paid to local food from the perspective of owners/managers, particularly in the context of the independent coffee shop. Hence, this thesis seeks to address this gap in knowledge and to offer important insights into this largely neglected area of study in order to further the debate and highlight just how important the role of the owner/manager is in the transition of local food onto the plate of the customer in that setting. The aim and objectives of the thesis are therefore as follows:

1.3 Research aim and objectives.

Aim:

The aim of this study is to:

Explore and interpret the multiplicity of perspectives on the concept of 'local' food within the relevant literature in the specific context of the independent coffee shop in the UK.

Objectives:

To meet this aim, the objectives of the study are therefore as follows:

1. To interrogate systematically the hospitality and wider literature to discover the many meanings of 'local' food.
2. Based on research amongst coffee shops in the market town of Oswestry, UK, to explore what the independent coffee shop owner/manager and their customers perceive 'local' food to be.
3. To analyse the findings of the research and explore the reality in the independent coffee shop setting.
4. To contribute to the debate about what constitutes 'local' food in the unique setting of the independent coffee shop in the UK.
5. To devise an intervention for the coffee shop owner/manager to assist them in their interpretation of 'local' food meaning and to encourage further use and description of 'local' food on the menu.

The questions asked of the owner/manager in the research therefore included: do you have 'local' food items on the menu; where do you get your 'local' food items from; what does the term 'local' food mean to you; is it important to have 'local' food on your menu and does it cost you more to have that 'local' food on your menu. The customer

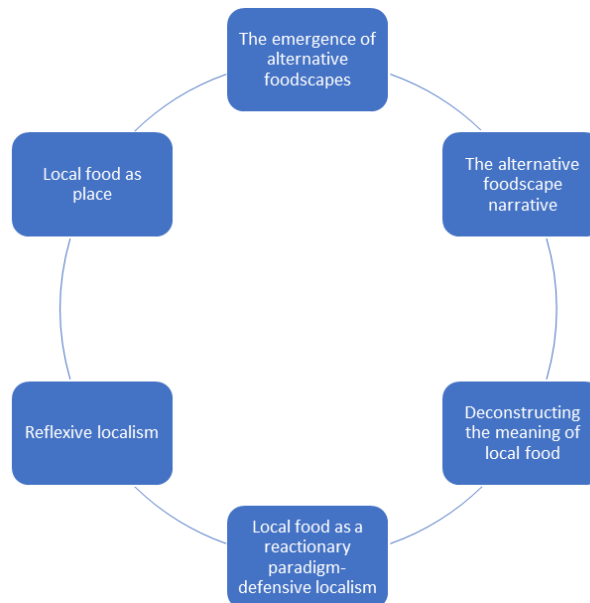
dimension includes questions to ascertain which foods they thought should be 'local'; how they would describe 'local' food (in 3 words); how far they thought 'local' food should have travelled, together with questions on why they visited that coffee shop on that day and whether they had eaten anything that was 'local' from the menu.

By way of introduction, the following sections provide an overview of local food within the wider context of alternative foodscapes and alternative food networks (AFNs). The issues highlighted are then discussed in more detail in Chapter Two.

1.4 Main theoretical underpinning

The main theoretical underpinning is now introduced before Chapter Two considers 'local' food in more depth. Below in Figure 1.4 is a visual framework of the approach taken.

Figure 1.4: A visual framework of approach taken.



1.4.1 The emergence of alternative foodscapes and the alternative foodscape narrative.

Alternative foodscapes, such as alternative food networks (AFNs) with their inherent shorter food supply chains (SFSCs) and ensuing 'local food movement', have emerged despite (or perhaps because of) the force of the globalised food supply chain which,

according to O’Kane (2016, p. 218), ‘flouts’ the provenance of our food. Sammells and Searles (2016, p. 134) suggest that ‘increasing reliance on the commercialization of food production, distribution, and consumption also implies a diminished role of the public (or publics) as agents in the battle to defend citizens from exploitation, and environments from destruction at the hands of corporations driven by an insatiable desire for short-term profits’, which may render them powerless in certain situations. An inability to engage in local food provisioning may be the result, then, of a lack of availability of local food products and the unequal nature of that access as well as the associated purchasing costs. To add to that debate, Goodman and Goodman (2009, p. 3) suggest ‘this crisis of confidence in mass-produced “placeless and faceless” foods is articulated particularly by higher-income consumers – the worried well – with the means to opt out from mainstream provisioning’. As will be discussed later in this thesis, it is such consumers who often frequent coffee shops, with implications for the research.

Martinez et al., (2010) and Knight (2013) offer an interesting perspective on this need for reconnection with our food, suggesting that we look at the provenance story (also see Morgan, Marsden and Murdoch, 2006) behind the food in order to assist us with that reconnection in the local food supply chain. This is something that the hospitality owner/manager, in the context of this study, sometimes attempts to do on the menu, arguably in order to engender some sort of ethical and moral, as well as community and local appeal to the customer, particularly in a rural area like Oswestry (the location of this study). Localising a food by providing its provenance story to the consumer endows it with an identity and is a strategy for shortening the psychological distance. This is not then necessarily related to the more central tenet in the literature which suggests geographical distance from source to consumer should be the measure of what is local food and what is not. Rather, products with provenance stories are being transformed into local food and are, therefore ‘good foods’ with social ‘distinction’, to echo Bourdieu (1984).

1.4.2 Deconstructing the meaning of local food.

Despite a plethora of research over the last three decades, there remains a surprising lack of consensus on the definition of the word ‘local’ with reference to food, as well as appropriate conceptual frameworks thereof. Indeed, when attempting to establish a definition of ‘local food’, Kirwan and Maye (2013, p.92) found that ‘no single or legal definition of local food’ is in existence in the UK (see also Coit, 2008; Tovey, 2009). Similarly, there exists a myriad of conceptual frameworks and approaches which could facilitate a universal understanding of local food but, as Dubois (2018, p.3) points out,

'the resulting theoretical advancements have yet to be brought into a coherent conceptual framework'. Such a lack of coherence is problematic when trying to understand divergent perspectives in real-world situations such as that of the coffee shop. Significantly for this study, and as Allen and Hinrichs (2007, p.269) suggest, 'the ambiguity about what local means ...allows it to be anything and, at the margin, perhaps very little at all'.

The literature review in the following chapter contains six sections under the headings of (i) the emergence of alternative foodscapes; (ii) the alternative foodscape narrative; (iii) deconstructing the meaning of 'local' food; (iv) local food as a reactionary paradigm-defensive localism; (v) reflexive localism and (vi) local food as place. These are conceptualised in Figure 1.4. above, whilst Table 1.1 below, presents the foodscape framework within which local food and the local food movement exist by also identifying alternative forms of AFN. A discussion of the consumer and owner/manager perspectives is also introduced, below in sections 1.4.6 and 1.4.7, respectively.

Table 1.1: Alternative Foodscapes

F O O D S C A P E	TYPES OF ALTERNATIVE FOODSCAPE	MAIN PRINCIPLES AND CHARACTERISTICS
	Local food movement	Geographical distance/food miles Short supply chains Defensive (unreflexive) localism Reflexive localism
	Slow Food Movement	Sustainability Fairtrade Terroir Provenance
	Organic	Certification Health Ethics Sustainability
	Fairtrade	Fairness (Social, environmental and economic principles). Food sovereignty
	Geographical indicators/certification of products	Certification, PDO, PGI, TSG, GI Provenance
	Farmers markets	Short supply chains Personal connections Sustainability Provenance

1.4.3 Local food as a reactionary paradigm-defensive localism

Within the literature, there is evidence of several interconnected frameworks associated with 'local' food which explain current interest in 'local food', be it on the menu or from the wider perspective of the ability to purchase it. A large body of literature exists on local being conceptualised as defensive or unreflexive localism. From this perspective, 'local' is considered to be an alternative social 'movement' that has emerged as a reaction to the globalisation of food production and long supply chains with their inherent industrial scale (see Adams and Salois, 2010; Alonso and O'Neill, 2010; Cook, Crang and Thorpe, 1998; DuPuis and Goodman, 2005; Guthrie et al., 2006; Ilbery et al., 2006; Jones, Comfort and Hillier, 2004; Lang and Heasman, 2015; Liedtke et al., 2010; Nosi and Zanni, 2004; O'Kane, 2016; Sammells and Searles, 2016; Selfa and Qazi, 2005; Seyfang, 2007; Weiss, 2011; Zepeda and Deal, 2009). Guthrie et al., (2006), for example, suggest that anti-globalisation advocates favour the artisan and low food miles nature of food provisioning. Furthermore Seyfang (2007, p. 131) argues that local food and organic networks enable consumers to 'join forces with like-minded people in building an alternative to globalised mainstream food supply chains' whilst, according to Nosi and Zanni (2004, p. 780), they enable consumers to 'enact their ecological citizenship' to lessen the 'physical and psychological distance' between themselves and the supplier.

1.4.4 Reflexive localism

In a reflexive localism approach, there is no attempt to romanticise ideas about local food; rather, the focus is on creating small realities in which people can explore their own ways of understanding local food itself. This is particularly relevant to the hospitality owner/manager perspective of the independent coffee shop and is explored later in Chapter Two. A reflexive approach to the understanding of local food is, in other words, a response or reaction to what is considered to be the narrow belief that global is bad and local is good in the wider foodscape, that in reality instead supports cooperation and collaboration (see Granvik et al., 2017) between all stakeholders involved. Bellows and Hamm (2001, p.275) explain '...the realities of a "local" food system necessitates an integration of "local" and "non-local" and "conventional and sustainable" in local food systems' which can be considered as a reflexive approach to local food provisioning. There is then a degree of reflexivity, hybridisation and stretching of meaning with regard

to local food understanding by the owner/manager (see Alonso and O'Neill 2010; Pieterse, 2001) which is discussed further in Chapter Two.

1.4.5 Local food as place

Another significant framework that the majority of ideas are based upon is the principle of physical separation and food miles or, in other words, the geographical distance between place of production and the place of consumption (see Blake, Mellor and Crane, 2010; Jones, Comfort and Hillier, 2004; Khan and Prior, 2010; Martinez et al., 2010; Pearson et al., 2011; Smith and Mackinnon, 2007). It is, however, all too easy to suggest that the 'localness' of food is determined by geographical distance alone in terms of miles or kilometres and of a geo-political-administrative boundary idea of sorts: a county, a province or even a country. All of these perspectives are prevalent within the literature and are also a feature of physical separation (see Fernandez-Ferrin et al., 2018; Khan and Prior, 2010; Pena and Lawrance, 2011; Selfa and Qazi, 2005). According to van der Meulen (1999, p.6), this concept of physical separation is a little complicated however as 'the degree of physical connection between a food product and its place of origin depends on the location of each subsequent stage in the supply chain, including distribution and final consumption'. This renders the understanding of 'local' from the distance perspective more complex than it may first appear; the relationship between localness and distance is therefore explored in some depth in the literature review chapter in an attempt to extricate meaning.

These perspectives, that of local food being seen as defensive (or unreflexive) localism; as a reflexive stance and as geographical distance or geo-political boundary in the academic discourse on what is 'local' food are certainly the most prevalent, however.

1.4.6 The customer perspective

The notion of local food as possessing certain attributes or offering certain benefits, such as convenience, health, status, sustainability or open space, is often explored in the literature (see Blake, Mellor and Crane, 2010; Howard and Allen 2010; Jones, Comfort and Hillier 2004; Selfa and Qazi 2005) from the customer perspective. Improved taste, freshness and quality of produce are cited as key reasons for consumers when purchasing local food (see, for example, Carolan, 2017; Chambers et al., 2007; Murphy,

2011; Penney and Prior, 2013; Seyfang, 2006). Weatherell, Tregear and Allinson (2003) further support this when they found that consumers were motivated to buy local food primarily by the product features such as taste, freshness and appearance. This is, according to Jones, Comfort and Hillier (2004), the 'emotional reach' that local food possesses in terms of its characteristics, rather than the formal idea of geographical distance or geo-political-administrative boundaries as referred to above. Dentoni et al., (2009) found consumers associate 'local' food heavily with the characteristics of freshness, taste, health and care for the environment. Bimbo et al., (2020, p.1861) in their research also argue '...that local food is perceived [by consumers] as an environmentally responsible choice.

In terms of status, Barlagne et al., (2015, p. 63) state that 'when making choices about food products, consumers not only respond to their immediate need to sustain themselves, but they also wish to satisfy a set of values and beliefs' about themselves, with identity being wholly entwined with these food choices. Who we are is inextricably linked to what we eat; food possesses 'cultural capital' (see Bourdieu, 1984) and is one of the ways in which we *distinguish* ourselves as a high-status person via the legitimisation of some tastes. These tastes are independent of inherent merit and are adopted as cultural middle class status preferences (see Alonso and O'Neill, 2010; Bourdieu, 1984; Smithers et al., 2008; and Weiss, 2011) and are evident when it comes to our choice of coffee shop.

1.4.7 The role of the owner/manager

Although there is much written on what local food is perceived to be from the perspective of the consumer in general and what motivates the consumer to purchase such items in particular (see Feldman and Hamm, 2014; Li, Bruwer and Lyons, 2013; Memery et al., 2015), there is little in the literature with regards to the role of the owner/manager, whose choices influence the everyday experience of the consumer via the menu.

Coffee shops arguably engender customer loyalty because there is a high level of place attachment associated with them, many of us having our 'favourite' place or places to go. This is, according to Line and Hanks (2019, p. 104) a '...tripartite construct composed of dependency, commitment and identity' and the consumer experience is, therefore, bounded by the menu choices offered by the owner/manager. The menu itself can be regarded as a map which navigates the customer to their food choice and is an extension of the personality of the hospitality outlet, be it a coffee shop or a restaurant (see Bacon

and Krpan 2018; Beldona, Buchanan and Miller, 2013; Cichy and Wise 1999; Magnini and Kim 2016). Wansink, Ittersum and Painter (2005) explain that there is a more positive response to foods with evocative, descriptive names on menus and customers are drawn to these rather than those with a plain explanation. Furthermore, they suggest that changing menu names to more descriptive ones can positively influence sales and give customers the psychological impression that the food is of a better quality and tastes better (also see Wansink, Painter and Ittersum, 2001). Wansink and Love (2014) suggest the use of four types of word to influence consumer choice: (i) words with sensory appeal; (ii) geographic or location names (particularly pertinent here); (iii) well-liked brands; and (iv) words that trigger happy memories, such as home-made. Jurafsky, (2014, p. 9) similarly suggests that ‘...every time you read a description of a dish on a menu you are looking at all sorts of latent linguistic clues...’ (also see Ozdemir and Caliskan, 2014). Moreover, Drysdale and Galipeau (2008, p.140) cited in Baiomy, Jones and Goode (2017, p.214) explain that customers may like a dish and order it because ‘accurate menu descriptions produce satisfied customers...’. Baiomy, Jones and Goode (2019, p.220) in fact developed a model which suggests that menu writers should ‘pay particular attention to the use of local and organic food with detailed menu descriptions and menu variety ...’ and their study ‘...proved that menu descriptions, menu variety, and menu design were key predictors of customer satisfaction’ (Baiomy, Jones and Goode, 2019, p.221).

However, barriers to the purchase and use of local food by the coffee shop owner/manager, abound. These are explored later and explain (and perhaps excuse) the overly simplistic and pragmatic approach to what local food is considered to be by the owners/managers in this reality, together with the limited description of menu items, some of which could be considered to be ‘local’.

1.5 Research paradigm

This study is based on the view that one can only understand the social worlds, as Burrell and Morgan (1979) suggest, by obtaining first-hand knowledge of the subject under investigation. It thereby places emphasis on getting close to the subjects and rejects a more nomothetic approach to the social sciences which emphasises the importance of basing research upon the more systematic techniques. ‘The ideographic method stresses the importance of letting one's subject unfold its nature and characteristics

during the process of investigation' (Burrell and Morgan, 1979, p. 6). This study, then, adopts an interpretivist approach, whilst acknowledging it has shades of pragmatism.

Hammersley (1993, p.201) believes that qualitative researchers actively reject generalisability as a goal and explain that 'the interpretivist rejects generalization as a goal and never aims to draw randomly selected samples of human experience'. However, Creswell (2009, p. 204) believes that the researcher can compile bits and pieces of evidence to formulate a 'compelling whole'. It is that compelling whole which is important in the relatively new area of local food research as its evolution relies on flexible research design in order to elicit meaning and this study echoes that approach. Below is a summary of the philosophical approaches and research paradigm adopted and explored in depth in the research design, methodology and methods section of this thesis (Chapter Three).

Table 1.2: Summary of philosophical approaches and research paradigm.

Summary of philosophical approaches and research paradigm
Research Philosophy: Interpretivism.
Research Approach: Qualitative.
Research Epistemology: Subjective.
Research Ontology: Multiple realities or truths.
Research Design: Single case study; semi-structured interviews and survey questionnaire.
Research Methods Stage
Stage 1: Scoping exercise of coffee shops in Oswestry (10 out of 35 coffee shops identified as research sites for the owner/manager interviews and 5 for the customer survey questionnaire).
Stage 2: Semi-structured survey questionnaire with customers (91 completions in 5 coffee shops).
Stage 3: Semi-structured interviews with owners/managers (10 completions in 10 coffee shops).

1.6 Contribution to knowledge and practice

The concept of local food is relevant to a wide variety of inter-related subject areas and disciplines, such as rural sociology, food tourism, food choice, tourism sustainability or even gastronomy or the slow food movement, to name a few (see Bjork and Kauppinen-Raisanen 2019; Everett and Slocum, 2013; Hall and Sharples, 2008; Jones et al., 2003; Londono, Vazques-Medina and Medina 2018; Nosi and Zanni, 2004; Tovey, 2009). All of these might offer rich avenues of scholarly investigation, yet the focus of the research on hospitality, concentrating on local food provisioning, as communicated via the menu of the coffee shops and the associated literature thereof, seemed a more pragmatic and appropriate approach. The literature is however undoubtedly holistic and does draw on many academic disciplines to provide a large body of literature spanning the last thirty years. One glance at the reference list of this thesis demonstrates just how much exists in this rich and captivating area of hospitality.

The contribution to knowledge of this thesis lies in the knowledge generated relating to the perceptions of coffee shop owners regarding the 'local' approach to food of this study. Although there currently exists a few studies of individual realities (see Aaltojarvi, Kontukoski and Hopia, 2018 - a Finnish study; Alonso and O'Neill, 2010 - a US study; O'Neill, 2014 - a study of the East Riding, Yorkshire; Roy, Hall and Ballatine, 2020 - a UK study; Sims, 2010- also a UK study), these are not sufficient to embody complete understanding. Therefore, further investigation into this area of study is justified and will undoubtedly contribute further to the accumulation of knowledge in this area. It is hoped then to offer further synergy in terms of what local food means in the coffee shop setting, by linking it to academic discourse and make real that meaning via a new understanding to help the hospitality provider appreciate meanings associated with 'local food' in a wider sense.

This thesis contributes to practice by suggesting that it is important to understand how the owner/manager interprets the term 'local food' for their menu and therefore for their customers. In so doing, it is hoped to whet the appetite for further research in this fruitful and fascinating area; further research that introduces and connects the owner/manager to the local food system is to be encouraged. Ultimately the conclusion section of this thesis suggests an intervention of a best practice aide-memoire for owners/managers to

assist them in their interpretation of 'local' food and encourage local food onto their menu.

1.7 The structure of the thesis

Chapter One provides an introduction and broad overview of the thesis topic; approach taken and justifies decisions made regarding the chosen direction.

Chapter Two introduces the multiplicity of concepts associated with 'local food' in wider and specific academic discourse and begins by laying out the dimensions of the research. It makes a case for the significance of this study in furthering understanding of what is meant by the term 'local food' within the context of the coffee shop in a rural market town.

Chapter Three considers the research design, methodology and methods and provides a rationale for taking an interpretivist approach to this investigation to address the research questions and to meet the stated aim and objectives.

Chapter Four presents the findings of the research and provides a general discussion with regard to the implications of the results with a focus on the dimensions of the customer and the owner/manager in the coffee shop setting.

Chapter Five presents the conclusion of the study and evaluates its position in relation to the existing literature and how far it has been able to make a contribution to knowledge in the field. It aims to add to the on-going debate through the formulation of a best practice aide-memoire (see section 5.4.1) for the coffee shop owner/manager which could be useful and developed further.

Chapter Two now continues with an exploration of the multiplicity of meanings associated with 'local food' in wider and specific academic discourse.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

As discussed in the preceding introductory chapter, this thesis seeks to explore and interpret perspectives of the meaning of 'local' food, in particular from the standpoint of what is generally considered to be 'local' food within the hospitality and wider literature. More specifically, its overall aim is to establish and contextualise what the independent coffee shop owner / manager and their customers perceive to be 'local' food in that setting. Ultimately, it sets out to explore any disconnections that exist between the reality in the setting of the coffee shop and what is conceptualised and argued with regards to local food in the literature and from the consumer perspective. In pursuing this aim, the following questions can therefore be asked: how is local food defined in the literature; what do coffee shop owners / managers think local food is and what do their customers think it is.

The chapter begins however with a contextualisation of the alternative foodscape paradigm within the wider debate on environmental management and sustainability, before providing an explanation of the alternative foodscape narrative. It then deconstructs the dominant meanings of 'local' food, in the literature.

2.2 The emergence of alternative foodscapes

Foodscape: 'The food environment, or 'foodscape', encompasses any opportunity to obtain food' (Lake et al., 2010, p.666).

In order to contextualise the discussion in this chapter, it is first important to reflect upon the emergence of the alternative foodscape paradigm and how it has become part of the wider debate on environmental management and sustainability. By way of introduction to the alternative foodscape paradigm, Olsen and Whittle (2018, p.55) explain that 'We are increasingly in need of alternatives to the growth dependent economy and creative ways of thinking about the future which do not involve more business as usual'. As elements of the alternative foodscape, alternative food networks and local food usage are examples of creative ways of thinking about the sustainable future of food. Vonthron, Perrin and Soulard, (2020) suggest that 'foodscape' can be explored predominantly from three perspectives, that of public health, social justice and most relevant here, sustainability.

Encouraging a transformation in attitudes away from the business as usual in the conventional global foodscape, with its inherent notions of large-scale production and long supply chains is however complicated (see Allen, 2010). Watts, Ilbery and Maye (2005, p.30) point out however that ‘...one means of building stronger alternative systems of food provision might be to revalorize short food supply chains...’. Renting, Marsden and Banks, (2003, p. 398) suggest that local food ‘...may present a spatial alternative to conventional FSC`s’ [food supply chains]. Whatever the alternative to the conventional is, it is a balancing act between environmental management and economic development (see McCormick, 1995), an issue that is pertinent to the hospitality industry in particular. As Jones, Hillier and Comfort, (2016) suggest, the sector tends to give precedence to profit over sustainability (also see Higgins-Desbiolles, Moskwa and Wijesinghe, 2017) and this impacts the approach taken by small hospitality enterprises in particular (Sims, 2010). Sustainable development has however undoubtedly been one of the dominant discourses in academia, business and government over the past five decades (see Sharpley, 2020) and its history is discussed briefly to further contextualise the debate on alternative foodscapes.

Although an identifiable conservation movement emerged in the 19th Century, it was only the late 1960s and early 1970s that witnessed the emergence of the modern environmental movement in the West. As Purvis, Mao and Robinson, (2019, p.685) explain, it was ‘popular publications such as Carson’s “Silent Spring” (1962), Ehrlich’s “The Population Bomb” (1968) and The Ecologist’s “A Blueprint for Survival” (1972), coupled with widespread media coverage of environmental disasters...[which] added to increased awareness of the magnitude of the widespread environmental destruction caused by humans’. In contrast to ‘simple’ conservation, the environmental movement was concerned with challenging as well as limiting the economic and production processes that lead to environmental degradation. This is not to say that humanity had not been previously aware of the need to sustain environmental resources; for example, in the 4th Century BCE ‘Plato bemoaned the deforestation and soil erosion brought to the hills of Attica by overgrazing and the cutting of trees for fuelwood’ (Darby, 1956 p.185) whilst, as McCormick (1995, p. xi) suggests, the ‘misuse of the environment has a history almost as long as that of civilisation...’

The environmental movement gained further momentum during the 1980s as it became more widely recognised that economic development and the need for environmental sustainability cannot be separated (see Sharpley, 2020). In 1980 the World Conservation Strategy, a forerunner to the 1987 Brundtland report signified a:

'...fundamental policy change for the international conservation movement. It marked a shift from the traditional focus on cure rather than prevention-away from a concentration on wildlife preservation toward a concern for the wider pressures affecting the natural environment-and despite many omissions, it confirmed a growing belief that the assimilation of aims of both conservation and development was the key to a sustainable society' (McCormick 1987, p.177).

The Brundtland report of 1987 (named after the ex. Prime Minister of Norway, Gro Harlem Brundtland who chaired the first world meeting of The World Commission on Environment and Development) which followed was '...a remarkable work' (Keeble 1988, p.25) and produced, 'Our Common Future', a report which established and popularised the concept of sustainable development. It recommended a range of environmental management approaches which were a departure from conventional thinking on environmental management and was hugely important (see Sharpley 2020). Commenting on the Brundtland report, Keeble (1988, p. 18) explains:

...the processes that have provided all these gains have given rise to major problems that threaten the fabric of our planet and the very future of humankind. Poverty and hunger are leading to environmental degradation in the developing world, whilst industrialization and ever-increasing economic growth in the developed world have led to resource depletion and environmental pollution. We are now in a paradoxical situation where both underdevelopment and overdevelopment are creating major challenges that we are not, as yet meeting

Moragues-Faus and Morgan (2015, p.1560), also commenting on the Brundtland report however feel that 'although [sustainability] was originally framed by the Brundtland Commission (WCED) as a multi-dimensional concept embracing social, economic, and environmental values, sustainability has been largely operationalised by government to a narrow carbon reduction strategy'. They go on to identify that the global foodscape 'is a good illustration of these conceptions' and the narratives around foodscapes tend to be what they call 'one dimensional carbonism' (Moragues-Faus and Morgan 2015, p.1560; also see Higgins-Desbiolles, Moskwa and Wijesinghe, 2017). It should be noted, however, that this 'one dimensional carbonism' (Moragues-Faus and Morgan, 2015, p.1560) can be seen as a specific response to the challenges of global warming.

It is undeniable, however, that a new era of environmentalism emerged from the late 1980s onwards as a direct result of the Brundtland report which ushered in the era of sustainable development which was, and remains, the dominant (albeit controversial)

global development paradigm. The subsequent Rio Summit in 1992 (five years after the Brundtland report) produced the convention on biological diversity; the framework convention on climate change; the principles of forest management; the Rio declaration on environment and development; and Agenda 21 (Rio Summit 1992). Chapter 4 of that Agenda focused on sustainable patterns of production and consumption and referred to food in the context of poverty, access to food and food security (United Nation 2015). McCormick (1995, p. 256) suggests that 'Agenda 21 ensured that the concept of sustainable development became a permanent principle of the UN' and it was another momentous global attempt to engender an environmental and sustainability paradigm shift. Importantly McCormick (1995) explains it is via a more sustainable food system that achieving healthy and adequate food for all is achievable.

Moving forward to the UN's current stance on sustainable foodscapes, Tomassini, Staffieri and Cavagnaro (2021, p. 94) identify that 'social and economic injustice underpins the [current] United Nations' sustainable development goals (SDGs) and provides the context for the contemporary debate rethinking the patterns of food consumption', with Goal 12 calling for ensuring that worldwide: 'All food systems are sustainable' (see United Nations 2015). It is accepted that globalisation of food markets with their notions of social and economic injustice have 'increased the scrutiny of the origin of food, its quality, health, value and the ethicality and sustainability of food production among an increasing body of consumers and other stakeholders in the food chain' Lehtinen (2011 p.1053). Lazonick (1991) cited in Watts, Ilbery and Maye (2005 p.25) explains that 'by mitigating productivist agriculture's deleterious environmental consequences (soil erosion, pollution, reductions in biodiversity etc.), ecological modernization may bring it closer to environmental sustainability'. The local food movement is part of both that scrutiny and modernisation, together with slow food, organic food and other forms of AFNs.

Sustainable development, therefore, is fundamental to achieving equality and the well-being of populations worldwide within the capacity of the global ecosystem. From an environmental perspective, however, that capacity is being exceeded, manifested in the global environmental crisis; not only global warming but ocean acidification, loss of soil quality, intensive farming, deforestation, and so on (see Sharpley, 2020). Food production and supply is one key area for necessary change; for example, beef production is widely considered to be environmentally unsound (see Firbank, 2018).

Sustainable food production and consumption are key to the achievement of sustainable development more generally, yet it is often the 'production' side which, according to

Goodman and DuPuis (2002, p.11) is neglected. Broom (2021) identifies several of the factors that render food-production unsustainable:

Factors that might make a food-production system unsustainable... include: adverse effects on human welfare, including health; poor welfare of production animals; inefficient usage of world resources; harmful environmental effects, such as greenhouse gas production, water pollution including by nitrogen and phosphorus, low biodiversity or insufficient conservation; reduced carbon sequestration; unacceptable genetic modification; not being 'fair trade', in that producers in poor countries are not properly rewarded; insufficient job satisfaction for those working in the industry; and damage to rural communities (Broom 2021, p.1837).

There now follows a discussion of the alternative foodscape narrative that has arisen as a result of the wider debate on sustainability and sustainable development in particular, discussed in the previous section. As Watts, Ilbery and Maye (2005 p.24) explain '...while alternative systems of food provision - or, at least, academic interest in them-have undoubtedly expanded, the nature of the alternative(s) on offer is unclear'. Yet their *role* in sustainable development is clear, and as Goodman and DuPuis (2002) identify, food production and consumption are one key area of sustainable development in the alternative foodscape paradigm that require attention.

2.3 The alternative foodscape narrative

In simple terms, 'foodscape', as described by Lake et al., (2010, p.666) is 'any opportunity to obtain food'. The word itself originated in the field of geography (see Mackendrick 2014; Vonthron, Perrin and Soulard 2020) as a contraction of the words 'food' and 'landscape' and it can be considered to be an overarching term used to describe food environments highlighting interactions between people, food and places (see Bjork and Kauppinen-Raisanen 2019). In a more complex description, Mackendrick (2014, p. 16) explains that foodscapes 'consider the places and spaces where you acquire food, prepare food, talk about food, or generally gather some sort of meaning from food. This is your foodscape.... Sociologists have extended the concept to include the institutional arrangements, cultural spaces, and discourses that mediate our relationship with our food'.

The addition of the word 'alternative' to foodscape is typically used to describe a food system that is local, ethical and sustainable. This 'alternative' foodscape narrative

emerged in opposition to the more globalised and conventional forms of foodscape with their long food supply chains, economies of scale and mass production techniques (see Ilbery and Kneafsey, 2000; Lang and Heasman, 2015; Martinez et al., 2010; Maye Holloway and Kneafsey, 2007 and Whatmore and Thorne, 1997). Wegerif and Wiskerke, (2017) suggest that 'Where agro-industrial systems are dominant, attention needs to be given to the possibility of developing the spaces for alternatives...' Furthermore, the HLPE (2017 p.21) believe 'The global food systems of today, with their industrial-scale production and excessive consumption and waste, are not sustainable, producing significant environmental degradation and pollution, and causing extensive damage to natural systems. A new, collective and integrated approach to stewarding the planet's natural resources is imperative'.

Within the context of the alternative foodscape narrative, '...it should be remembered that sustainability, through its complex and disparate historical origins, remains both context specific and ontologically open, and thus any rigorous operationalisation requires explicit description of how it is understood' (Purvis, Mao and Robinson 2019, p.692). In this thesis it is contextualised in the practical setting of the independent coffee shop and ontologically understood and operationalised from the owner/manager perspective of that coffee shop whilst still acknowledging the importance of the consumer perspective. Importantly Pepper (1984, p.11) explains that 'by looking at the history of the development of commonly used cultural filters in environmental debates, we should be able to understand more clearly what we need to do to achieve the shift in attitudes which it is generally agreed is necessary to attain a more socially and ecologically harmonious society', and patterns of food production and consumption within the foodscape can be an important part of this. Independent coffee shop food production and consumption for example being led by the owner/manager of that small enterprise and where a shift in attitude towards, or perhaps a better understanding of, the term local food may be needed to get food onto the plate of the customer, that is truly 'local'.

'Foodscape research originated in awareness of the negative public health impacts generated by the global corporate food regime' (Vonthron, Perrin and Soulard, 2020, p.16). It should be noted that foodscapes are not 'an environment external to individuals but a landscape... perceived and socially shaped by individuals and policies. They share a systematic way of thinking, considering culture and experience of food as key to improving our understanding of how food systems affect people' (Vonthron, Perrin and Soulard 2020, p.1). Linnes et al., (2022, p.18) remind us that 'eating locally is an important principle' and, therefore, very much part of a sustainable foodscape shaped by individuals and policies.

In order to offer an insight into the global vs local foodscape paradigm shift, Table 2.1 below is used to demonstrate, in the left-hand column the characteristics of a food system driven by globalisation, whilst the right-hand column represents the counter trends associated with the re-localisation of food in the first world. The table illustrates the 'complexity and subtlety with which the intellectual debate about food and globalization ought to be characterized' (Lang, 1999, p.181) and is intended here to assist with the conceptualisation of AFNs, like the local food movement, as a counter trend to globalised foodscapes.

Hines, (2000, p.4) encapsulates both the global and the local effectively from this frequently utilised polar opposite perspective when she says globalisation is 'the ever increasing integration of national economies into the global economy through trade and investment rules and privatization, aided by technological advances' and 'localization is a process which reverses the trend of globalization by discriminating in favour of the local' (Hines 2000, p.4). It must however be recognised as Wegerif and Wiskerke, (2017, p. 2) point out, that 'This approach risks missing the potential and importance of food systems that sit between the extremes of local and global'. The binary divide of global versus local being over-simplistic, a factor important to note in the later research (also see Bowen, 2010).

There now follows an exploration of major alternative food networks which exist within the alternative foodscape of the UK and beyond in order to further contextualise the discussion and assist with identifying '...what is alternative about the "alternative" food economy' [or foodscape] (Watts, Ilbery and Maye 2005, p.22).

Table 2.1: Globalisation vs. Localisation

Globalisation	Localisation
Market economy	Moral economy
An economics of price	An economics of quality
Corporate profits	Community well-being
Urban/rural divisions	Urban-rural partnership
Long trade routes (food miles)	Short trade routes
Import/export model of food security	Food from own resources
Intensification	Extensification
Fast speed, pace & scale of change	Slow pace, speed, scale of change
Non-renewable energy	Re-usable energy
Few market players (concentration)	Multiple players per sector
Rural de-population	Vibrant rural population
Monoculture	Biodiversity
Agrochemicals	Organic/sustainable farming
Biotechnology	Indigenous knowledge
Processed (stored) food	Fresh (perishable) food
Food from factories	Food from the land
Hypermarkets	Markets
De-skilling	Skilling
Standardization	"Difference" & diversity
Created wants (advertising)	Real wants (learning thru' culture)
Burgerization	Local food specialties
Microwave re-heated food	Cooked food
Fast food	Slow food
Global decisions	Local decisions
Top-down controls	Bottom-up controls
Dependency culture	Self-reliance

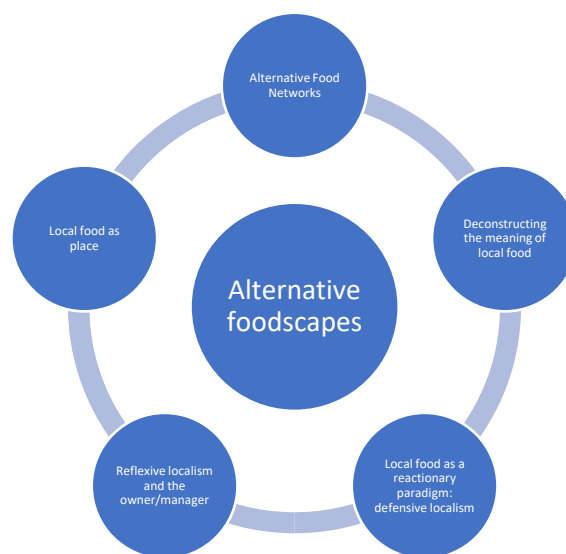
Source: Adapted from Hinrichs (2003 p. 36) and Lang (1999 p. 181); see also Hinrichs, et al., (1998).

2.4 Alternative Food Networks (AFNs)

Watts, Ilbery and Maye (2005, p.24) suggest ‘...while alternative systems of food provision- or, at least, academic interest in them- have expanded, the nature of the alternative(s) on offer is unclear’. Furthermore, they also remind us to consider ‘...what is alternative about the “alternative” food economy’ (Watts, Ilbery and Maye 2005, p.22; also see Whatmore, Stassart and Renting 2003). Put simply, the alternative food narrative ‘...was defined in opposition to the conventional narrative, which was indelibly associated with an intensive, industrialised, and productivist agrifood system that extolled quantity over quality, price over provenance’ (Morgan 2010, p. 1853).

This section of the literature review therefore begins with an exploration of alternative food networks within the wider foodscape and then goes on to consider the local food movement as an AFN. Figure 2.1 below displays the main sections of the literature review in the context of alternative foodscapes.

Figure 2.1: Alternative foodscapes



AFNs with their sustainability principles have attracted considerable attention from researchers in hospitality from an environmental perspective (see Jones, Hillier and Comfort 2016; Jones and Comfort 2020). The hospitality industry, with its restaurants, hotels and coffee shops totalling some 143,000 businesses, contributes extensively to the provision of food in the UK (Department for Business and Trade 2021). Within the industry, its pivotal role in motivating all stakeholders to contribute to sustainability

through their food production and consumption practices, is widely recognised and stressed (see Green Restaurant Association; hospitalitynet; UK Hospitality). In particular, support for local economies and practices such as the use of local food with its inherent characteristic of short supply chains are widely considered to be relatively sustainable and hence are encouraged (see 'sustain' 2022).

Vonthron, Perrin and Soulard (2020, p.12) when researching food security issues, found that many scholarly publications 'highlight the potential of alternative/local (the two terms are often associated) food networks to meet the objectives of sustainable development'. These alternative food networks (AFNs) reconnect producer and consumer with exposure to these AFNs potentially having the effect of stakeholders embracing these alternatives to the globalised food system. This is seemingly framing AFNs in opposition to the global, a defensive localism approach in other words, a common way of defining AFNs (see Carolan, 2017; Watts, Ilbery and Maye, 2005). This concept is explored in more detail later in the section on local food as a reactionary paradigm-defensive localism.

Small and medium enterprises (SMEs), most of which are independent, represent the cornerstone of the hospitality industry and will operationalise sustainability practices in their everyday workings but only if they are interested, able and their customers support it. Their sustainability journey could involve local food and if we want to create a dynamic food supply in the everyday experience of the coffee shop setting, it is important to influence these SMEs, particularly those individuals who chose the food supplies for the menu. Educating them, supporting them, enabling them, to provide local food onto the plates of the consumer is a key factor in achieving local food on the menu. It is clear that they could achieve competitive advantage over the chain coffee shop by providing local food as several studies '...have shown that consumers are willing to pay more for local foods...' (Knight 2013, p.31) (also see Blake, Mellor and Crane, 2010; Chicoine, Rodier and Durif, 2022).

Sadly however the UK foodscape 'remains deeply entangled in global capitalist dynamics' (Olsen and Whittle, 2018, p. 61). This is evidenced by the fact that the UK is only 58% self-sufficient in food production, with the remaining food sourced elsewhere, specifically, 23% coming from the EU, 5% from Africa, 4% from North America, 3% from South America, 3% from the Rest of Europe and 1% from Australasia. The three largest imported groups by value are fruit and vegetables, meat, and beverages. As an example, the UK grows 56% of its vegetables whilst 35% is imported from the EU and 9% from the Rest of the World (see Food Statistics in your Pocket 2023). Much of the demand

comes from a desire for imported out-of-season produce like strawberries and asparagus which are now available all year round in the UK (The Independent Newspaper 2019).

New Zealand lamb is a particular case in point of this entanglement in 'global capitalist dynamics' (Olsen and Whittle, 2018, p.61). As Ledgard et al., (2011, p.40), identify 'lamb from NZ is exported widely and the main markets are in northern hemisphere countries, with the largest single market being the United Kingdom (UK). This means a long transportation distance to markets with associated costs and implications for "food miles" and related greenhouse gas (GHG) emissions'. Perhaps surprisingly, however, Ledgard et al., (2011, p.42) found the 'food-miles associated with transportation of product [the lamb] to market were only a minor contributor to the total carbon footprint'. In fact, NZ lamb has been identified as more sustainable in carbon footprint terms than home [UK] produced lamb, with the Meat Industry Association of New Zealand noting that 'the average total cradle-to-grave footprint of sheep meat exported to these markets is 14.73 kg CO₂-per kilogram sheep meat, which is lower than the sheep meat produced in most markets that New Zealand exports to and sheep meat sent to those markets by other exporters' (Meat Industry Association November 2022). Though being potentially biased as a New Zealand study, it has nevertheless been observed that 'They have slightly better weather. This means their grass can grow for longer and they don't have to give their sheep as much feed as they do in the UK' (see walesonline). The sustainability issues surrounding this are therefore far more complex than is immediately evident.

In the interrogation of what local food 'is', the need to consider the framework (see Table 2.2 below) within which it exists as an alternative form of food is essential. As is the case with the concept of local food itself, there is 'no unified definition of AFNs [alternative food networks] in the literature' (Rentema and Hilletoft, 2022, pp. 541-542). In practical terms then, alternative food networks can take the form of the local food movement, the slow food movement, organic food, Fairtrade, farmers' markets, and geographical indicators/certification of products (PDO/PGI/TSG), to name some major types of AFN. Their broad characteristics are identified in Table 2.2 below with the local food movement being the one explored in more detail in section 2.4.1 below due its significance in this study.

Table 2.2: Types of Alternative Food Networks (AFNs)

	TYPES OF ALTERNATIVE FOOD NETWORKS (AFNS)	MAIN PRINCIPLES AND CHARACTERISTICS
F O O D S C A P E	Local food movement	Geographical distance/food miles Short supply chains Defensive localism Reflexive localism
	Slow Food Movement	Sustainability Fairtrade Terroir Provenance
	Organic	Certification Health Ethics Sustainability
	Fairtrade	Fairness (Social, environmental and economic principles). Food sovereignty
	Geographical indicators/certification of products	Certification, PDO, PGI, TSG,GI Provenance
	Farmers markets	Short supply chains Personal connections Sustainability Provenance

Broadly then, AFN is an overarching term used to encompass food systems that are usually considered to be in opposition to, but could also be considered to work alongside, global food chains, a reflexive (or flexible) approach to understanding the term perhaps. Watts, Ilbery and Maye (2005, p.35) call this 'hybridized' and suggest that future research

could consider in fact whether ‘...it may be necessary to begin thinking of alternative systems of food provision as being hybridized when considered at the level of the individual enterprise’, an important point and one which becomes particularly pertinent when considering the findings section of this thesis.

Hinrichs (2003, p.35) observes that, often, ‘making “local” a proxy for the “good” and “global” a proxy for the “bad” is a narrow approach adopted by researchers when writing about AFNs and the meaning of local food in particular’. Indeed, the ‘local is good, global is bad’ scenario is widespread as a definitional stance in the literature with local food a central tenet of the explanation of the good/bad scenario. Zazo-Moratalla, Troncoso-González and Moreira-Muñoz Zorcid (2019, p.2) however identify that these concepts (that is, AFNs and the local food movement) ‘have emerged against industrial and transnational food chains as different socioeconomic and geographic structures, relocalizing production’. Hinrichs (2003, pp.34-35) in fact telling us that ‘academics across disciplines offer perspectives that call into question the neat opposition of either “local” and “global”, or “localization” and “globalization”’, and increasingly, localization has become a catchword, often invoked as a counterpoint to globalization’ because it inherently possesses fewer stages in the supply chain. As Huey (2005, p.125) observes ‘Concern about food production is not the bailiwick only of environmentalists’ and clearly alternative food networks as places and spaces of reconciliation can be considered in our re-imagining of food practices via alternative food networks, like that of the local food movement, considered in the next section.

2.4.1 The local food movement as an AFN.

One of the ironies of modern western industrialised societies is that although we have more food products than ever before, much of it is highly processed, produced on a mass worldwide scale and hence perhaps not worthy of buying or consuming from a nutritional or ethical standpoint (see Lang 1999; Lang and Heasman 2015). In many ways we have been overwhelmed by plenty and have so much choice that we have forgotten how to select our food; we are drawn into the world of abundance without much deliberation. Moreover, recent evidence suggests that we even panic buy when there is a temporary hiatus in the supply chain, of tomatoes, for example, rather than switch to more seasonal and available home-grown produce (The Independent newspaper 2023).

Allen (2010, p.296) explains that local food usage is ‘a reaction to the destructive, disempowering and alienating effects of large-scale political economic forces’. The local

food movement attempts to recognise the disembodiment consumers have in terms of food connectedness and strives to reconnect the consumer emotionally using local food as a driver of change for this. Howard and Allen (2010, p.75), for example, believe that 'consumers are interested in a food system that addresses the broader political and ethical values, which has implications for production, marketing, and movement building for sustainable systems'. Similarly, Martinez et al., (2010) suggest that we look at the whole 'story' behind the food in order to assist us with that reconnection and building of movements like the local food movement. Telling the story of the origin of food connects the consumer to it and this is something the hospitality owner/manager, that of the restaurant, hotel and coffee shop, can do on the menu, engender some sort of emotional, ethical, moral, as well as community and local appeal to the customer via that menu (also see Baiomy et al., 2013 and Ozdemir and Caliskan, 2014) and use of local foods via telling their provenance 'story'.

This holism and interconnectedness characterises the 'local food movement' which emerged at the time of greater awareness of the sustainable foodscape in the 1960`s and 1970`s. It has become increasingly popular and has undoubtedly pressed ahead in the years following as a response to the growing consumer interest in shorter localised food supply chains and AFNs (see Alonso and O`Neill, 2010; Ilbery, et al., 2006). Rotherham (in Hall and Sharples, 2008, p. 49) notes that 'after a period of distinct severance in food, culture and environment in the agro-industrial farming landscapes of late twentieth century Britain, there is a re-awakening in awareness of the importance of food and drink in local distinctiveness'. The local food movement then strives to meet the challenge of connecting the consumer and the supplier as well as the owner/manager (see De Chabert-Rois and Deale, 2018, for an interesting discussion on hyper local restaurants).

Feenstra (2002, p.100) defines the local food movement as 'a collaborative effort to build more locally based, self-reliant food economies – one in which sustainable food production, processing, distribution, and consumption [are] integrated to enhance the economic, environmental, and local health of a particular place'. This can be seen overall then as an holistic and interconnected approach in relation to people, place and space. Sampson (2012 p.30) describes this idea of connection to place as topophilia '...an innate, affective bond to local place'. Topophilia, (a term popularised by Tuan, 1977), or love of place is associated with a 'sense of place' and implies an emotional connection to place which in itself might transfer to a love of food from *within* a place or a food *from* a place (see Dale, Newman and Newell, 2014, for further discussion).

Sampson (2012 p.35), when making the connection between sustainability and food identifies 'most foods in sustainable societies will be raised locally and change on a seasonal basis'. Starr (2010, p.484) clearly agrees with this perspective, arguing that 'the cosmology of the local food movement...aims to build "local food systems" based on ecological analyses' and identifies, amongst other factors, seasonality as part of that local food system. This would however be an enormous sea-change for the UK consumer who enjoys their out of season produce like strawberries and asparagus (see the Independent Newspaper 2019).

It is clear, then, that defensive or unreflexive localism (explored in more detail later) explains the emergence of the local food 'movement' as an alternative food network (see Alonso and O'Neill, 2010; Cook, Crang and Thorpe, 1998; Ilbery, et al., 2006; Jones, Comfort and Hillier, 2004; Liedtke, et al., 2010; Rentema and Hilletoft, 2022). Howard and Allen (2010) support the idea that interest in these alternative food networks, like that of the local food movement, is expanding exponentially, yet despite this assertion of the increasing interest, their viability as an alternative to global food supply is questioned by many. Jones et al., (2003, p. 297), for example, question how realistic it is for what they call 'homespun polemic philosophies', such as the local food movement (as well as the slow food movement) to provide a realistic challenge to a now globalised food supply chain. Seyfang (2007, p.131), however, is more positive and asserts that the local food movement enables consumers to 'join forces with like-minded people in building an alternative to globalised mainstream food supply chains'. Moreover, consumers are able to 'enact their ecological citizenship' to lessen but not remove entirely the 'physical and psychological distance' (Nosi and Zanni, 2004, p. 780) between themselves and the supplier via the local food movement.

It is important to emphasise again, however, that research in this area is based largely on the consumer with the socio-economic ability to participate in the local foodscape and who often takes a narrow, defensive localism stance (see Weatherell, Tregear and Allinson 2003). This is essentially Warde's (1997) idea of consumers re-grouping into what he called 'neo-tribes' of those who subscribe to the local food movement and buy local. It is only customers who can '...afford the trade-offs between costs and perceived benefits' (Weatherell, Tregear and Allinson, 2003 p.234; also see Goodman, 2004 and Nonini, 2013 for further discussion) who may participate in this 'neo-tribe' however. In a similar vein, Goodman and Goodman, (2009, p.3) note that 'this crisis of confidence in mass-produced "placeless" and "faceless" foods is articulated particularly by higher income consumers – the worried well – with the means to "opt-out" from mainstream provisioning' and use AFNs, such as the local food movement. Feenstra, (2002, p.100)

adds to the debate, observing that ‘people ...have become passive recipients in a rather homogenous system of nutrient distribution in which real food is almost considered a luxury – for upper and middleclass eaters. For these and other reasons, the long-term sustainability of the current food system is in question’ (also see Olsen and Whittle, 2018). It is relevant to note here too that regular participation in coffee shop culture is clearly a middle-class preoccupation where the socio-economic ability of those customers to participate is high (see Ardekani and Rath, 2017; Han et al., 2018; Sims, 2010; Topik, 2009).

In the context of contemporary hospitality and in a rare article on the owner/manager, Sharma, Moon and Strohbehn, (2014, p. 130) discuss restaurateurs’ decisions regarding the purchase of local foods. They suggested that ‘local food networks have had mixed success’ in adopting the sophistication of the larger food systems and therefore they struggle with making local food purchases viable due to limitations via competitive advantage. Others also identify barriers to the successful implementation of a robust alternative food movement and local food supply chains therein (see Bessière, 1998; Holloway and Kneafsey, 2000; Penney and Prior, 2014; Pratt 2007 and Sims, 2009). Such barriers include a lack of reliable and consistent local product availability; the limited availability of stock held by local producers who tend naturally to operate on a smaller scale; the increased and, importantly, highly variable cost of these local products, which should necessitate passing on the cost to the owner/manager and their customer, which in small scale operations, like the coffee shop, with static menus may not be possible; and inadequate distribution of these local products. These factors are frequently mentioned in the literature (for example, see Alonso and O`Neill, 2010; Baiomy et al., 2013; Lang, Stanton and Qu, 2014; Sims, 2010).

Hinrichs (2003, p. 33) suggests that a food localisation system:

...nudges us to reconsider the very idea of “local”. If we do, we may realize that “local” often serves as a talisman. But behind that pleasing magic, shapes shift. The term “local” appears to amalgamate these shifting shapes into a stable, coherent concept. When we look more closely, the actual scope and meaning of either “localization” or “local foods” are rarely transparent. Although the process of localization is often seen as neat antithesis to globalization, this can be an overdrawn and problematic dichotomy. Similarly, as both matter and symbol, and one crucial marker of localization, “local food” can hold multi-faceted and sometimes contradictory meanings.

Here, Hinrichs (2003) acknowledges the local as a complex concept with multi-dimensional meanings. Hence, 'we need to understand the complex meanings and significations attached to acts of consumption so as to avoid false dichotomies between globalised food systems and alternative consumption practices' (Winter, 2003, p. 31). As an example, Sims (2010, p.107) talking about Grasmere Gingerbread made in Cumbria identifies that the *ingredients* may not be 'local' and asks '...can gingerbread – a popular local speciality in the county of Cumbria – ever be considered a local product in the UK if the sugar and spices used to make it come from overseas?' An interesting point where the global is a necessity for the ingredients of Grasmere Gingerbread.

'Many proponents of "alternative food networks", despite acknowledging their heterogeneity, seem to jump from criticisms of the global food system to a focus on niche products and very local solutions largely in the form of short food supply chains' (Wegerif and Wiskerke, 2017, p.2). Perhaps, then, we should ask if the local food movement is merely a manifestation of the struggle against the homogenisation and standardisation of the food products of a global supply chain. Or is it a movement with longevity and credibility where local food meaning is clearly and unequivocally defined and at the centre of the debate as a stable and coherent concept? Clearly it is neither well defined *nor stable nor coherent*.

There now follows an in-depth discussion of 'local' food, beginning with a general 'deconstruction' of the meaning of 'local food' as explained in the extant literature.

2.5 Deconstructing the meaning of 'local' food.

As discussed in the preceding introductory chapter, this thesis seeks to explore and interpret the multiplicity of perspectives of the meaning of 'local' food, in particular from the standpoint of what is generally considered to be 'local' food within the hospitality and wider literature, contextualised within the setting of the independent coffee shop. More specifically, its overall aim is to establish and contextualise what the independent coffee shop owner / manager and what their customers perceive to be 'local' food in that setting. Ultimately, it sets out to explore the reality in the setting of the coffee shop and what is conceptualised and argued with regards to local food in the literature. In pursuing this aim, the following questions can therefore be asked: What can local food be, what should local food be, and what do coffee shop owners / managers think local food is; what do their customers think it is and what can be done to encourage further use of local food on independent coffee shop menus.

In addressing these questions, it is important to note by way of background that the lack of attention paid to the owner/manager context, as explained in the introductory chapter, suggests that current notions of what constitutes 'local' food are based on only a partial understanding of the 'actors' (Seyfang, 2007) in the particular system, explored in this thesis, namely, the independent coffee shop. As Tregear (2011, p. 419) observes, 'the literature has reached something of an impasse, with some debates and exchanges appearing to entrench scholars in established theoretical positions, rather than encourage the breaking of new boundaries'. The exploration of the coffee shop context here represents one new such boundary as very little research has been undertaken from the owner/manager perspective in general and, as far as can be ascertained, very little from that owner/manager perspective in the context of the independent coffee shop (see O'Neill, 2014 and Sims, 2010 however) with the literature, instead, focused on the customer perspective and other forms of hospitality.

'The concept of local food resists precise definition' (Sims, 2010, p.107) and it is also emphasised here that the term 'local food' is so ambiguous that interpretations are many, loose, multi-faceted and often contradictory (see Eriksen, 2013; Hinrichs, 2003); and as Eriksen (2013, p. 49) explains, 'Local food means different things to different people in different contexts'. In a similar vein, Holt (2005, p.11) finds various overlapping discourses within the literature that merely illuminate 'the shades of meaning of local food' whilst DeLind (2010, p.273) observes that 'much is being made of local food. It is at once a social movement, a diet, and an economic strategy – a popular solution – to a global food system in great distress'. All of which reveal the multi-faceted interpretations and understandings of 'local food'.

It is unsurprising, therefore, that the relevant literature offers no universally accepted, clear or consistent definition of the concept of 'local' food (Blake, Mellor and Crane, 2010; Eriksen, 2013; Feagan, 2007; Hinrichs, 2003; Martinez et al., 2010). Nevertheless, there is no shortage of attempts to define, yet interpretations of the meaning of 'local' in 'local food' vary wildly. This poses a problem as confusion can arise for consumers, suppliers and the owner/manager themselves. That is, the reality for the small-scale hospitality provider – the owner/manager – in the independent coffee shop context is that their interpretation of the meaning of 'local food' may not coincide with the multiplicity of meanings in the literature; in particular, the contextualisation, which is vital, may be different and therefore not especially valid or welcome in their own small reality or context as it does not reflect their own interpretation. This interpretation of local food may also differ significantly from that of their customers and their suppliers and, hence, 'without a consistent definition of local food, consumers can become confused when buying local

foods and suppliers lack a guide to offer effective local programs to consumers' (Lang, Stanton and Qu, 2014, pp.1808-1809). In short, some agreement on what constitutes local food is necessary between all stakeholders involved.

In fact, as long as 30 years ago Dahlberg (1993, p. 77), when discussing food systems, of which local food is a facet, proposed that the best way to understand and hopefully enable such a system was through 'contextual analysis'. This, he explained, was a matter of 'determin[ing] what are the key processes and structures of a system at one level of analysis and how that system is influenced by the systems above and below it'. Furthermore, he argued that although the local food movement was then growing in popularity, consumers were not being asked to re-connect to context but instead merely to what he called 'self-interest' (Dahlberg, 1993, p 78). This reflects Whatmore and Thorne's (1997) notion of capitalocentrism and as Gibson-Graham (1997 p.7) asserts:

when we say that most economic discourse is "capitalocentric" we mean that other forms of economy (not to mention noneconomic aspects of social life) are often understood primarily with reference to capitalism: as being fundamentally the same as (or modelled upon) capitalism, or as being deficient or substandard imitations; as being opposite to capitalism; as being the complement of capitalism; as existing in capitalism's space or orbit.

In this vein, Jones, Hillier and Comfort (2004) suggest that it is important for supermarkets, for example, to demonstrate that their championing of what they call 'local' food products is not disingenuous, self-interest within a capitalocentrism perspective with this notion potentially being valid in the hospitality setting of the independent coffee shop too.

Again as established in the introductory chapter, the 'actors' in Dahlberg's (1993) 'system' (also see Seyfang, 2007) as explored in this system – the independent coffee shop – constitute not only the consumer and the supplier but also what has been termed here the 'owner/manager', the hospitality provider who utilises the supplier and delivers food in the form of, for example, a light meal, a snack or a baked product as listed on the coffee shop menu to the customer. Interestingly, little has been written on this aspect of the transaction between the hospitality owner/manager and the consumer and the transition of local food onto their plate. The scope of the individual to actually exercise a preference for 'local' food, particularly in a hospitality setting is, as observed by Seyfang (2007, p.121), therefore limited, because the consumer is locked into what she terms the 'systems of provision'.

A hospitality provider is but one of the elements in the system and so the consumer remains reliant on the interpretation and integrity of that hospitality provider to deliver 'local' food. Certainly, Lang, Stanton and Qu (2014) found that consumers find it difficult to authenticate 'local' foods as the credence attributes are often not easily identifiable; citing Clifford (2010), Megicks, Memery and Angell (2012) and Wolverson (2012). In their analysis, Lang, Stanton and Qu (2014, p.1808) conclude that 'one must distinguish between the seller's credence claim and the buyers belief that the credence attribute is actually in place'. Thus, the interpretation of what constitutes 'local' food is therefore important here as definitional ambiguities abound and those 'credence attributes' become paramount when attempting to untangle the ambiguities. At the same time, however, it is also important to avoid local food being framed as merely '...a romanticized utopia' (Blake, Mellor and Crane, 2010, p. 411) but to explore the concept in its entirety, as far as possible with such a complex concept.

Given these points discussed above, deconstructing the meaning of local food is therefore undoubtedly challenging (see Birch, Memery and Kanakarathne, 2018; Hinrichs, 2003; Knight, 2013). Nevertheless, the 'local' food concept does embrace acknowledged and inherent notions of provenance, terroir, topophilia and authenticity and remains the flavour of the postmodernist moment for both the food consumer and producer (Alonso and O'Neill, 2010; Brunori, 2007; Cook, Crang and Thorpe, 1998; Jones, Comfort and Hillier, 2004; Martinez et al., 2010; Morgan, Marsden and Murdoch, 2006); indeed, the 'local and regional character and distinctiveness' of food emerged as a new 'cause celebre' (Rotherham cited in Hall and Sharples, 2008, p.57) some time ago. As Alonso and O'Neill (2010, p.1176) point out, 'more than at any other time in recent culinary history, local foods serve as a platform for hospitality operators to create and maintain an authentic 'blueprint' that represents the essence of local cuisine for which the presence of local produce is vital'. In the context of the utilisation of 'local food' by small scale commercial hospitality providers however, Blake, Mellor and Crane (2010, p. 409) tell us that 'the journey from farm to fork is rarely a simple connection between farmer and consumer' and that even when selling takes place at the farm gate[which is unusual in the UK] there is a '... complex set of meanings attached to food items considered to be local' (Blake, Mellor and Crane, 2010, p. 422).

Much of the extant research that sets out to untangle the meaning of 'local' food is undertaken primarily from the consumer perspective largely linked to motivations to purchase, explained in various contexts, including food shopping; farmers' markets; organic food, cultural differences and tourism (see Arsil and Li, 2013; Ballute and Berger, 2014; Banerjee and Quinn, 2022; Bianchi and Mortimer, 2015; Bimbo et al., 2021; Birch,

Memery and Kanakaratne, 2018; Blake, Mellor and Crane, 2010; Chambers et al., 2007; Granvik et al., 2017; Kim and Eves, 2012; Knight, 2013; Lang, Stanton and Qu, 2014; Martinez et al., 2010; Megicks, Memery and Angell, 2012; Memery et al., 2015; Miroso and Lawson 2012; Pearson et al., 2011; Purslow, 2000; Weatherell, Tregear and Allinson, 2003; Zepeda and Deal, 2009; Zepeda and Li, 2006). Hence, as Weatherell, Tregear and Allinson (2003, p.233) explain, in academic terms, 'current theories of local food provisioning are based on only a partial understanding of the actors in the system'. This is due, in part, to this prolific yet narrow customer perspective as outlined by those authors above but also reflects the lack of attention paid to the perspective of the owner/manager in hospitality settings such as the coffee shop.

Commenting on the hospitality industry and ethical consumption and from the consumer perspective, Banerjee and Quinn (2022, p.1273) found that 'people want to buy ethically, but the more pragmatic matters of price, convenience, accessibility and product quality prevent this' yet as Chicoine, Rodier and Durif (2022) found consumers are still willing to pay a premium for local food.

Exploring the coffee shop 'system' from the owner/manager perspective may reveal the nuances that exist from that unique perspective. The owner/manager – the hospitality provider – is then essentially the go-between or the gatekeeper. The consumer, therefore, faces a challenge in that they have to place their trust in the hospitality owner/manager to be familiar with the definitional ambiguities of 'local' food if they want to eat what they perceive to be 'local' food themselves when they eat out in whatever hospitality setting they choose. To reiterate Allen and Hinrichs (2007, p.269) then, 'the ambiguity about what local means ...allows it to be anything and, at the margin, perhaps very little at all'. Interestingly DEFRA (2003, p.10) seem to adopt this stance too when they conclude that 'a common definition of local food is not needed as long as the individual actors are transparent with their definition'. Context then is paramount, and it does not matter that ambiguity abounds as long as everyone is clear about that ambiguous definition, an oxymoron in itself. Yet, given the complexity and the number of 'actors' in the food provisioning process in the independent coffee shop setting, this DEFRA 'conclusion' seems unhelpful to the supplier, owner/manager and, indeed, the consumer. If the supplier wishes to supply 'local food', the owner/manager wishes to provide it on the menu and the consumer wishes to consume it, (which they clearly do) an agreed and transparent definition would appear to be necessary.

In short, this definitional ambiguity renders 'local' food something of a chimera (see DeLind, 2010). Hence, as Bilewicz (2020), cited in Blumberg (2021, p.248) asserts, 'rather than assuming the universality of concepts such as 'local food', 'alternative food

networks', or 'farmers' markets', scholars have documented how concepts travel, merge and are transformed in local contexts'. This is an important point as we return to 'local' food being 'anything and, at the margin, perhaps very little at all' (Allen and Hinrichs, 2007, p.269).

An interesting and relevant idea proposed by Watts, Ilbery and Maye (2005) and one supported by Sims (2009; 2010) is one of weaker and stronger associations of local food within the alternative food system. They suggest that '...alternative systems of food provision exist along a spectrum' (Watts, Ilbery and Maye, 2005, p.27). Sims (2019) also suggested a spectrum was operating with regard to stronger and weaker associations in her research which included some hospitality settings and explains there are '...strong definitions of locality based upon the use of local ingredients, at one end, to weaker definitions of locality based upon manufacture of imported ingredients or even the use of local supplier companies' (Sims, 2009, p 331). This latter comment about local being related to 'local supplier companies' is significant in this research and links to Allen and Hinrichs (2007) idea that definitions are adopted in line with one's own interests and agendas. Sims's (2009, p.332) further suggests that 'such diversity of opinion illustrates how the concept of local is socially constructed according to a person's beliefs and circumstances'.

Morgan (2010, p.1854) found 'A disconcerting finding, at least for those who equate 'local food' with 'alternative food', was that a third of consumers see supermarkets, the acme of the conventional sector, as the place where they would expect to buy local food, well before farmers' markets and farm shops'. An interesting and pertinent finding for this research and one supported by Morgan (2010, p.1853):

Recently, however, this alternative food narrative has itself come under pressure: externally from the conventional sector, where some mainstream products claim to offer a more cost-effective combination of price and provenance; and, internally, from tensions within the ethical foodscape. The most significant of these tensions surfaced in response to the news that Tesco, the largest supermarket in the UK, had decided to introduce carbon labels on all its products. This move was just one part of a whole series of moves on the part of supermarkets, backed by environmental groups, to relocalise the global food system in the name of sustainability' (Morgan, 2010 p.1853).

The purpose of the next section of the literature review is to establish and interrogate the definitional ambiguities of 'local' food. Given that the primary focus is on local food and 'localness', it therefore considers the myriad of dominant meanings, subsequent

interpretations, and place of local food in the literature under three main headings: (i) local food as a reactionary paradigm- defensive localism (ii) local food as reflexive localism; and (iii) local food as place (and space). It is important to acknowledge again, however, that many of the meanings and interpretations attached to 'local' food discussed below are based largely upon research amongst consumers rather than owners/managers because, as already stated, there is a scarcity of research in the latter area. It is also important to recognise that themes surrounding the meaning of local food are often intertwined and overlap and, hence, separating those themes can be challenging, yet this is fruitful in the pursuit of further knowledge and understanding.

2.6 Local food as a reactionary paradigm-defensive localism

There now follows an interrogation of the meaning of local food framed within the reactionary paradigm of defensive localism.

DuPuis and Goodman (2005, p.361) assert that 'Localism becomes a counter-hegemony to this globalization thesis, a call to action under the claim that the counter to global power is local power. In other words, if global is domination then in the local we must find freedom'. Hinrichs (2003, p.34) also explains 'localization has become a catchword, often invoked as a counterpoint to globalization' and as Lazonick (1991) cited in Watts, Ilbery and Maye (2005, p.25) believes 'Prolonged capitalist development...results in concentrated control of product markets, usually with a small number of dominant (typically called oligopolistic organisations vying for market share)'. This in itself can lead to a counter reaction and AFNs, like the local food movement emerge which '...embody alternatives to the more standardised industrial mode of food supply' (Renting, Marsden and Banks, 2003, p.394).

Some prominent defensive localism definitions of 'local food' are identified below in Table 2.3 as a starting point to the discussion in this section:

Table 2.3: Definitions of local food as defensive localism

Source	Definition of local food	Context	Characteristics
Born and Purcell, (2006, p. 195).	<i>'The local is assumed to be desirable; it is preferred a priori to larger scales. What is desired varies and can include ecological sustainability, social justice, democracy, better nutrition, and food security, freshness, and quality'</i>	Defensive localism	Ecological sustainability Social justice Freshness and quality
Brunori, (2007, p.9)	<i>'...as a force for change in the food system'</i> <i>'...local food conveys strong meanings with the potential to detach consumers from conventional food networks and attach them to alternative food networks'.</i>	Defensive localism	Political ideology Alternative
DuPuis and Goodman, (2005, p.361)	<i>'Localism becomes a counter-hegemony to this globalization thesis, a call to action under the claim that the counter to global power is local power. In other words, if global is domination then in the local we must find freedom'</i>	Defensive localism	Resistance
Feagan, (2007, p.23)	<i>'Local food systems movements, practices, and writings pose increasingly visible structures of resistance and counter-pressure to conventional globalizing food systems. The place of food seems to be the quiet centre of the discourses emerging with these movements'</i>	Defensive localism	Resistance

Hinrichs, (2003, p.33)	<i>'Local food has recently emerged as a banner under which people attempt to counteract trends of economic concentration, social disempowerment, and environmental degradation in the food and agricultural landscape...'</i>	Defensive localism	Resistance
Sammells and Searles, (2016, p.134)	<i>'Increasing reliance on the commercialization of food production, distribution, and consumption also implies a diminishing role of the public (or publics) as agents in the battle to defend citizens from exploitation and environments from destruction at the hands of corporations driven by an insatiable desire for short-term profits.'</i>	Defensive localism	Resistance Rebellion

A defensive localism approach to the understanding of 'local' food, which can also be described as unreflexive localism (see DuPuis and Goodman, 2005), is seen predominantly as a rebellion against globalised food products and long food supply chains. 'Local' food in this reality is seen simply as anything produced and consumed which exists in opposition to globally produced and globally transported food and can be characterised as rebellion; resistance; political ideology; ecological sustainability; social justice; support for the local economy as well being associated with the more functional and inherent considerations of food quality, freshness, taste and health (see Bimbo et al., 2021 and Sadler, Clark and Gilliland, 2013). This reflects long-standing criticism of the globalised foodscape, based on the belief that 'choice at the cost of environmental, cultural, safety and health considerations is a false choice' Lang (1999, p.179). As Giovannucci, Barham and Pirog (2010, p.99) explain:

There are many reasons why a renewed concept of "local" has emerged; these include desire for freshness, support for the local economy and traditions, reduced transportation and processing affecting climate change, lower cost, a relationship with farmers, food safety, improved nutrition, better flavor, and a backlash against feelings of alienation and disconnection from the land.

Hinrichs (2003, p.36) discusses defensive localism as opposition (or resistance) to external factors noting that 'a politics of defensive localization emphasizes the construction, relational positioning and protection of "local". Resistance to external forces sometimes coalesces around assumptions about the homogeneity and common interests of local places and regions that need defending'. This sentiment of defence is commonplace; Sammells and Searles (2016, p.134), for example, use the word 'battle' to explain this when they identify that 'Increasing reliance on the commercialization of food production, distribution, and consumption also implies a diminishing role of the public (or publics) as agents in the battle to defend citizens from exploitation and environments from destruction at the hands of corporations driven by an insatiable desire for short-term profits'. Such a reaction to the commercialisation of food production is often a feature of defensive localism and therefore local food is, in other words, anything which is considered to be the antithesis to global food production and supply (see Born and Purcell, 2006; Brunori 2007; DuPuis and Goodman, 2005; Feagan, 2007 and Hinrichs, 2003).

Contemporary expressions of defensive (unreflexive) localism include AFNs (including the local food movement) and short food supply chains (SFSCs). The politics surrounding them may however be based upon 'a small unrepresentative group [who] decides what is "best" for everyone and then attempts to change the world by converting everyone to accept their utopian ideal' (DuPuis and Goodman, 2005, p. 361). In a less radical worldview however, Weatherell, Tregear and Allinson (2003 p.233) refer in this context to the 'concerned consumer' who is thought 'to possess heightened awareness of the socio-economic issues related to food and farming and [who] readily make the link between the foods they buy and the production origins and methods underlying them' and who is, therefore, interested in local food because of that heightened awareness. In a similar vein Goodman and Goodman (2009, p.3) refer to the 'worried well' in their paper and feel that in the social climate of affluence, those 'worried- well' demand food products 'of known provenance, transforming cultural norms of "good" food, taste and social distinction'. Feagan (2007, p.23) suggests that 'Local food systems movements, practices and writing pose increasingly visible structures of resistance and counter-pressure to conventional globalizing food systems'.

In the context of rurality, Bessièrè (2001, p.118) explains that 'rural areas [like Oswestry] are seeing themselves becoming spaces of reconciliation, welcome and affirmation of culinary heritages'. In other words, these 'spaces' can be seen to exist in opposition to the homogenisation and globalisation of food products with their inherent notions of global cultural frames of interpretation. Aaltojarvi, Kontukosk and Hopia (2018, p.141)

supporting this idea when they state that 'local food also encompasses other dimensions that are manifested through the local and global cultural frames of interpretation' with defensive and unreflexive localism one such frame of interpretation. Although it is not the intention to dwell on this, as it is beyond of the remit of this thesis, Roos, Terragni and Torjusen (2007, section 7) concur with Bessièrè (2001) and tell us that 'local food culture can be viewed as a way of fulfilling Rousseauian dreams of a harmonious rural idyll', for the consumer at least.

There now follows a discussion of reflexive localism which often exemplifies a broader approach to explaining the meaning of local food and one which the independent coffee shop owner/manager may find more applicable to their own reality than the reactionary paradigm-defensive localism stance which tends to be more consumer focused.

2.7 Reflexive localism

From a reflexive perspective, '...the emphasis is not on creating an ideal utopian "romantic" model of society and then working for society to meet that standard, but on articulating "open, continuous, reflexive" processes which bring together a broadly representative group of people to explore and discuss ways of changing their society' (DuPuis and Goodman, 2005 p.361). Reflexive localism then, in local food movement terms can be considered to be '...movements and their conceptualizations, that works [sic] to get beyond the typical normative and potentially conservative/reactionary localisms that have become de rigeur in local food activism and scholarly work' (Goodman and Goodman, 2009, p.1). They are, in other words, a response to the narrow belief that global is bad and local is good and exist in the wider foodscape that supports cooperation and collaboration (see Granvik et al., 2017).

Some prominent reflexive localism definitions are identified below in Table 2.4 as a starting point before a discussion of this dimension is undertaken in relation to the meaning of local food in this context.

Table 2.4: Definitions of local food as reflexive localism

Source	Definition of local food	Context	Characteristics
Aaltojarvi, Kontukosk and Hopia, (2017, p.141)	<i>'... local food is not just about the food, its quality or taste. Local food also encompasses other dimensions that are manifested through the local and global cultural frames of interpretation'.</i>	Reflexive	Local <i>and</i> global Hybridisation
Bellows and Hamm, (2001, p.275)	<i>'...the realities of a "local" food system necessitates an integration of "local" and "non-local" and "conventional and sustainable" in local food systems'</i>	Reflexive	Alternative Hybridisation
Born and Purcell, (2006, p.196)	<i>'The local trap refers to the tendency of food activists and researchers to assume something inherent about the local scale. The local is assumed to be desirable; it is preferred a priori to larger scales. What is desired varies and can include ecological sustainability, social justice, democracy, better nutrition, and food security, freshness, and quality. For example, the local trap assumes that a local-scale food system will be inherently more socially just than a national-scale or global-scale food system. This article argues that the local trap is misguided and poses significant intellectual and political dangers to food systems research. To be clear, the concept of the local trap is not an argument against the local scale per se. We are not suggesting that the local scale is inherently undesirable. Rather, the local trap is the assumption that local is inherently good. Far from claiming that the local is inherently bad, the article argues that there is nothing inherent about any scale. Local-scale food systems are equally likely to be just or unjust, sustainable or</i>	Reflexive	Counter intuitive Alternative Hybridisation Ecological Sustainability Contextual

	<i>unsustainable, secure or insecure. No matter what its scale, the outcomes produced by a food system are contextual: they depend on the actors and agendas that are empowered by the particular social relations in a given food system'</i>		
Eriksen, (2013, p.49)	<i>'Local food means different things to different people in different contexts'</i>	Reflexive	Contextual
Feagan, (2007, p.33)	<i>'The more geographically proximal boundaries tied to these LFS [long food supply] elements are said also to contribute reflexively to the reconfiguration or reconstruction of industrialized food spaces, into places and communities with associative identities of food between the producers and the consumers'</i>		Hybridisation
Morgan, (2010, p.1855)	<i>'Notwithstanding the potential benefits of local food systems, recent critics have also mounted a theoretical critique by highlighting the dangers of "the local trap", which refers to the tendency of food activists and researchers to assume that the local scale is inherently associated with positive attributes'</i>	Reflexive	Counter intuitive
Roos, Terragni and Torjusen, (2007, section 29)	<i>'Local is often framed discursively as nostalgia, "going back to nature", that allows consumers to imagine happy farm workers and clean earth, when buying ethical products. However, the local as we experience it today is not the same as before; it has been transformed into a local-in-the-global'</i>	Reflexive	Hybridisation
Watts, Ilbery and Maye, (2005, p.34)	<i>'...it should not be assumed that systems of food provision [like local food] which present a stronger economic alternative are more beneficial, either environmentally or socially, than conventional FSCs'</i>	Reflexive	Alternative

In a reflexive localism approach, there is no attempt to romanticise ideas about local food; rather, the focus is on creating small realities in which people can explore their own ways of understanding local food itself (see Bellows and Hamm, 2001; Roos, Terragni and Torjusen, 2007). In a useful example that explores the politics of food system localisation in Iowa, USA, Hinrichs (2003, p.43) notes that 'food system localization in Iowa began with defensive tendencies' and continues, explaining that whilst 'these have not vanished altogether, the progression of initiatives, their growing interconnections, and reflexivity about localization itself have also created new possibilities for receptivity to diversity and difference'. This reflexive approach engenders a different conceptualisation of local and, therefore, in this reality opens up possibilities for a wider interpretation of the term local food for the owner/manager of the independent coffee shop.

It is therefore possible to criticise any wholesale rejection of globalised food supply chains because it raises the important question of why consumers (and possibly owners/managers?) behave this way. Universally rejecting global products may not necessarily be as beneficial as it first appears (see the previous example of New Zealand lamb and sustainability in section 2.4), nor is it necessarily less harmful to the environment, or safer and food products may not be of a better quality anyway.

Born and Purcell (2006, p.195) refer to the 'local trap' (also see Morgan, 2010) and identify that 'Local-scale food systems are equally likely to be just or unjust, sustainable or unsustainable, secure or insecure. No matter what its scale, the outcomes produced by a food system are contextual: they depend on the actors and agendas that are empowered by the particular social relations in a given food system' (Born and Purcell, 2006, p.195). A question therefore arises: is global, characterised by mass consumption, low price, large quantities and standardisation, and local with its considered consumption, higher prices, smaller quantities, and higher differentiation, polar opposites? (see Nosi and Zanni, 2004) or do they exist in tandem? (also see Aaltojarvi, Kontukoski and Hopia, 2018). Dupuis and Goodman, (2005 p.369) suggest that 'An inclusive and reflexive politics in place would understand local food systems not as local "resistance" against a global capitalist "logic" but as a mutually constitutive, imperfect, political process in which the local and the global make each other on an everyday basis. In this more "realist" open-ended story, actors are allowed to be reflexive about both their own norms and about the structural economic logics of production' (Dupuis and Goodman, 2005 p.369). Hence, in this reality and if this approach is taken, independent

coffee shop owners/managers are empowered to have their own ideas about what local food is and act upon them.

2.7.1 Reflexive localism: the owner/manager perspective

In a rare foray in the literature into an owner/manager perspective (21 small hospitality enterprises (SHEs) which included restaurants but not coffee shops), Alonso and O'Neill (2010, p.1185) found that 'there seems to be a dysfunctional relationship between SHEs and local food producers. Convenience, regular supply or simply lack of knowledge about local food producers or farmers' markets are the main reasons respondents indicated for such a lack of connection between them and farmers/food producers'. To some, the matter of convenience was paramount, with food suppliers/distributors who delivered being highly regarded simply because it saved time and effort in a busy hospitality setting. Interestingly, the study found that in what they called 'some cases', the interpretation of what constituted 'local' was seen as buying from local suppliers/distributors, making little, if any, distinction between those food suppliers/distributors. Essentially, then, in this reality the supplier becomes the source of food for the business, local or otherwise regardless of where the food was grown, reared, made, baked or caught, nor does it acknowledge origins in terms of ingredients in the made or baked food category. Chicoine, Rodier and Durif (2022, p. 4759) have an interesting perspective on supply issues when they explain that '... "flexible localism" ...operates according to the ability to supply...the boundary recognizable as "local" is then extensible...', a pertinent point here.

Watts, Ilbery and Maye (2005, p.34) propose the idea, (which is also supported by Sims 2009 and 2010), of weaker or stronger alternative food systems and argue that '...AFNs can be classified as weaker or stronger on the basis of their engagement with, and potential subordination by, conventional FSCs [food supply chains] operating in a globalized neoliberal polity'. Furthermore, Watts, Ilbery and Maye (2005, p.35) suggest that 'Future research could consider...whether it may be necessary to begin thinking of alternative systems of food provision as being hybridized when considered at the level of the individual enterprise', a point especially pertinent to this study. Bellows and Hamm (2001, p.275) echoing this sentiment and explain '...the realities of a "local food system" necessitates an integration of "local and non-local" and "conventional and sustainable" in local food systems', again the idea of hybridisation, a reflexive approach. Pieterse (2001, p.238) explains hybridisation as:

a perspective, hybridity entails three different sets of claims: empirical (hybridization happens), theoretical (acknowledging hybridity as an analytical tool) and normative (a critique of boundaries and valorization of mixtures, under certain conditions, in particular relations of power). Hybridity is to culture what deconstruction is to discourse: transcending binary categories. Another account of hybridity is 'in-betweenness'. Recognizing the in-between and the interstices means going beyond dualism, binary thinking and Aristotelian logic. (Pieterse 2001, p.238).

It is this 'in-betweenness' or reflexivity that is important and it is clear from the literature review that the independent coffee shop owner/manager will be influenced by the functional and pragmatic everyday matters of price, convenience, and reliability of supply (see Alonso and O'Neill, 2010) and they will therefore take an approach to food provisioning which is largely reflexive as they dip into both global and local sources of food provisioning (explored in Chapter Four).

There now follows an interrogation of local food as place (and space) as the dominant definitional stance in the literature, the nature of which is heavily influenced by the perspective of the customer as, to reiterate, much of the research in this area is from the customer perspective.

2.8 Local food as place (and space)

'Space and place are at the centre of many authors' reflections... [on local food meaning]' (Corsi et al., 2018, p.32). Some of the most prominent place (and space) definitions are identified below in Table 2.5 as a starting point before an in-depth discussion of this dimension is undertaken in relation to the meaning of local food. This section is divided into three sections for discussion, those of geographical distance/geo-political boundaries, food miles and proximity; short food supply chains (SFSCs); and cognitive distance and emotional reach.

Table 2.5: Definitions of local food as place (and space)

Source	Definition of local food	Context	Characteristics
Allen, (2010, p.301)	<p><i>'Most definitions of local food systems use physical definitions. Often they are based on a distance radius—30, 50 and 150 miles. Others suggest political boundaries such as the county or biological delimitations such as the watershed {an event representing a change}. What all of these definitions have in common is a sense that local is geographically determined and that proximity is important. Looking at space in an historical perspective, however, we see that place is the outcome of social processes that are fluid, contingent and ongoing. Thus, place is not only physical and measurable but also relative, temporal and continual rather than static. As much or more than sets of physical spaces, places are socially constructed circuits of geographically bounded social relationships that have been shaped and are being shaped through interactions with other places. Localities define themselves in relation to other localities, and these are often shaped by global relationships'</i></p>	Place	<p>Geographical distance</p> <p>Geo-political boundaries</p> <p>Food miles</p> <p>Space</p> <p>Proximity</p>
Amilien, (2005, 4)	<p><i>'...local {food} products make one think first of direct selling products and short distribution channels'</i></p> <p><i>'The word Local, which substantive form is recent in French, comes from the Latin Localis, e, [sic] an adjective meaning local, from the place. The idea of place refers to the notion of space where territory and moreover the terroir seem to stand naturally in opposition to the city'</i></p> <p><i>'...the idea of local does not only concern a rural space, but also a territory, limited by its own area and its proximity. This "distanciable" dimension gives to local food a sustainable value, opposing long distance products to short distance food. In this perspective, which is both ideological and practical, the dichotomy rural/ urban persists and is concretised by the image of the neighbour/ local farm. Local is then strong differentiated from the transnational agro food industry that</i></p>	Place	<p>Direct selling</p> <p>Short supply chains</p> <p>Space</p> <p>Terroir</p> <p>Geographical distance</p> <p>Short supply chains</p>

	<i>urbanism encouraged. It is indeed a matter of limitation of space while respecting the environment’.</i>		
Amilien, Torjusen Vittersø, (2005, 4)	<i>‘The concept of ‘local food products’ is obviously associated with ‘locality’ and place, but through different perspectives. In its broadest sense, a ‘local’ food product is a food that is typically linked to an identified location either through geography, know-how or tradition. On the other hand local products can merely relate to closeness (meaning farm products from the local area), making the local aspect quite physical and concrete. On the other hand local products can relate to origin and cover different types of localised, or re-localised, food products that often add value through quality’</i>	Place	Geo-political Topophilia Terroir Quality
Campbell and DiPietro, (2014, p.39)	<i>‘The definition of what is ‘local’ or ‘locally grown/sourced’ is inconsistent. The debate continues as to what geographic parameters delineate ‘local’ food and how to classify food products as being local’.</i>	Place	Geographical distance
Chicoine, Rodier and Durif, (2022, p.4759)	<i>‘When geographical proximity is contextual, the boundary recognizable as “local” is then extensible and can fit within a distance or border. What is considered local will depend on the availability of the product, as close as possible to the place of consumption’</i>	Place	Proximity
Eriksen, (2013, p.47)	<i>‘Perceptions of local food vary, for example, with the location of the consumer. To some it refers to food that has been produced in the locality close to where “I” live. To others food is considered local if it is produced in the same country it is consumed’.</i> <i>‘Local food means different things to different people in different contexts’</i>	Place	Geographical distance Geo-political boundary
Feagan, (2007, p.33)	<i>‘Local food systems are orientated around some form of geographic delimitations of space variously labelled the local, place and the community’</i>	Place and space	Geographical delimitations Geo-political boundary
Granvik, Joosse and Hunt, (2017, p.1)	<i>‘...the basic meaning of “local food” concerns both the production and consumption within a certain geographical area’</i>	Place	Geographical radius
Haven-Tang and Jones, (2005, p.75)	<i>‘local food in the United Kingdom, is generally defined by the county or region in which it is produced’</i>	Place and space	Geo-political boundary

Hinrichs, (2003, p.36 and p.42)	<i>'Local, then, is much more (or perhaps much less) than it seems. Specific social or environmental relations do not always map predictably and consistently onto the spatial relation. Indeed, fractures between the spatial, the environmental and the social feed into the sometimes contradictory politics of food system localization'.</i> <i>Referring to her research in Iowa Hinrichs found that local food was equated "...with the territorial boundaries of the state of Iowa' [an area of 56,000 square miles].</i>	Place	Geographical distance Geo-political boundaries
Katchova and Woods, (2011, p.28)	<i>'The term "local foods" has a geographic connotation but there is no consensus on the definition'.</i>	Place	Geographical connotation
Kremer and DeLiberty,(2011, p.1252)	<i>'Efforts to define local food systems are widespread. One popular way to delineate "local" is circumscribing a circle of arbitrary radius around a chosen center point'.</i>	Place	Geographical radius
Loconto et al., (2018, p.34)	<i>'A short food supply chain can be conceived either as a physical distance or as a cognitive distance, based on the number of actors involved in linking production and consumption'</i>	Place	Geographical distance Short supply chain Cognitive distance
Martinez et al., (2010, p.6)	<i>'In part, it is a geographical concept related to the distance between food producers and consumers. In addition to geographical proximity of producer and consumer, however, local food can also be defined in terms of social and supply chain characteristics'.</i> <i>'According to the US 2008 Farm Act, a product can be marketed as locally or regionally produced if its end-point purchase is within 400 miles from its origin, or within state boundaries'</i>	Place	Geographical distance Proximity Supply chains
Morgan, (2010, p. 1854)	<i>'Like `sustainability', the notion of `local food' is notoriously difficult to define with precision, fuelling a never-ending debate about `how local is local'? Research conducted for IGD, the big food retailers' association in the UK, found that a majority of consumers surveyed expected `local food' to come either from their county or to be produced within thirty miles of where they buy it. A disconcerting finding, at least for those who equate `local food' with `alternative food', was that a third of consumers see</i>	Place	Geographical miles Political boundary Alternative Supermarket

	<i>supermarkets, the acme of the conventional sector, as the place where they would expect to buy local food, well before farmers' markets and farm shops'</i>		
Pearson et al., (2011, p. 887-888)	<i>'The most commonly used approach defines local food on the basis of the distance that the food travels from production to consumption. Within the UK, definitions using this geographical proximity approach range from distances of 30 miles...within a county...within a sub-region... or even a whole country'.</i>	Place	Geographical distance Geo-political boundary
Roos, Terragni and Torjusen, (2007 section 6).	<i>'The word 'local', as an adjective, is used to describe something that is of a limited area, place [or space], or a shorter distance'</i>	Place	Geographical distance Food miles
Witzling and Shaw, (2019, p.106)	<i>'In lay terms, "local food" is food that is sold close to where it was produced (e.g., the same state)'.</i>	Place	Geo-political boundary
Zepeda and Li, (2006, p.14)	<i>'...in order to have a better understanding of how local food fits into the wellbeing of individuals, farmers, and local economies, the first step is developing a standard of what "local food" is. Without this, the next step—collecting consistent data over time for analysis—is not possible. The results also lend credence to a narrow definition of local food, one that encompasses direct buying from farmers'.</i>	Place	Direct buying Short-supply chains

2.8.1 Geographical distance/geo-political boundaries, food miles and proximity.

The word 'local', as an adjective, is used to describe something that is of a limited area, place [or space], or a shorter distance (Roos, Terragni and Torjusen, 2007 section 6). The principle of 'local' food provides the opportunity to foster a sense of place or pride in that place; therefore, a community or regional identity and 'what is on the plate or in the glass says much about the area, the community, the landscape and the host' (Rotherham, in Hall and Sharples 2008, p.58). The ability to achieve this humanistic and direct connection between producer and consumer via the owner/manager forms a challenge for all involved in hospitality, specifically in this study of -the independent coffee shop. The term 'local' food, however, is arguably an imagined (see Anderson 1983) and, therefore, constructed concept used by those who continually seek meanings, to make sense of what they believe and want to be local. This notion of the

place of food and 'local' being seen therefore as an expression of our present-day geographical imaginings.

Hendrickson and Heffernan (2002, p.349) suggest that 'space has been disconnected from place in the dominant [global] food system'. Local food provisioning therefore attempts to reconnect the consumer with that sense of place in terms of both the physical distance and geo-political administrative boundaries. Bessièrè (2001, p.118) proposes that rural areas are 'becoming spaces of reconciliation, welcome and affirmation of culinary heritages', a reaction in other words to the homogenisation and globalisation of food supply chains with place and space the focus of the discourse. Yet, this is difficult to achieve if 'local' is an imagined and constructed concept and therefore 'the ambiguity about what local means ... allows it to be anything and, at the margin, perhaps very little at all' (Allen and Hinrichs, 2007, p.269). Zepeda and Li (2006, p. 14) suggest that '... in order to have a better understanding of how local food fits into the wellbeing of individuals, farmers, and local economies, the first step is developing a standard of what "local food" is. Without this, the next step—collecting consistent data over time for analysis—is not possible. The results also lend credence to a narrow definition of local food, one that encompasses direct buying from farmers'.

Local food however is often associated with the concept of a geographical area and, therefore, defining it in terms of the distance between the producer and the consumer is considered the only definitional stance that is both practical and logical by many (see Amilien, 2005; Campbell and DiPietro, 2014; Eriksen, 2013; Granvik et al., 2017; Katchova and Woods, 2011; Kremer and DeLiberty, 2011; Martinez et al., 2011; Pearson et al., 2011, in Table 2.4 above, for example). As Kremer and DeLiberty (2011, p.1252) explain, 'efforts to define local food systems are widespread. One popular way to delineate "local" is circumscribing a circle of arbitrary radius around a chosen center point'. This may be a simplistic manifestation of 'local', yet it is recognised worldwide and is the most prolific definition of 'local' food in the literature. There is, however, no international consensus on that distance or 'center point' simply because of differences in the size of countries. For example, the concept of distance undoubtedly varies in countries such as the UK and Australia due to their size. In the UK, 'local' distances range from a 30-mile radius, the definition adopted by the supermarket Waitrose in relation to its stores, to a 100-mile radius taken by the London Association of Farmers Markets. Similarly DEFRA define local food as 'food produced, processed, traded and sold within a defined geographical radius, often 30 miles' (DEFRA, 2003) whilst the National Association of Farmers Markets (NAFM) define food as local if it is 'raised, grown, made, caught or baked' within 100 miles of the M25 in the specific context of

London, but 30 miles to 50 miles for other areas in the UK . This latter definition adds ambiguity in as much as 'made' and 'baked' goods may include certain ingredients, such as flour and spices, produced elsewhere, often overseas. In the USA, Walmart define local food as 'within the state', a geo-political boundary. Smith et al.'s, (2005) definition, cited in Adebajo, Mahoney and Kehoe (2008, p.59) of 'the distance travelled by foodstuffs from farm gate to consumer' is an ambiguous interpretation of distance but both this and the Walmart definition add to, rather than assist with clarifying the vagaries of distance and food miles travelled by these raised, grown, made, caught or baked goods. Interestingly, and relevant here is Selfa and Qazi's (2005, p.462) finding that in locations where there are fewer consumers, like rural areas [such as Oswestry], '...local is not necessarily defined as being physically proximate to themselves' [consumers], yet to urban consumers that physical proximity to oneself is more prevalent. Chicoine, Rodier and Durif (2022 p.4759) in a discussion of proximity refer to an 'extended boundary' in terms of the proximity of products to oneself and explain that "When geographical proximity is *contextual*, the boundary recognizable as "local" is then extensible and can fit within a distance or border. What is considered local will depend on the availability of the product, as close as possible to the place of consumption', a sentiment pertinent here.

The term 'food miles', coined in the 1970s, with its distance travelled concept, was, 'at its inception...based on the idea that growing and consuming local produce was inherently less wasteful than importing it from elsewhere' (Kemp et al., 2010, p. 504). However, distance in terms of what constituted 'local' food was not precisely defined and despite the continuing evolution of the food supply chain, this remains the case. Hence, the extent of 'local' in distance terms continues to be hotly debated in the literature. Importantly, evaluating the effects of distance and proximity in the food system requires complex lifecycle assessment procedures which are ultimately only snapshots based on (presumably) the best scientific information currently available (see Heller and Keoleian, 2000), making food miles travelled not necessarily the best indicator of environmental logic anyway (see Giovannucci, Barham and Pirog, 2010).

De la Pena and Lawrance (2011, p.4) argue, that it is 'all-too-easy' to have local food 'determined by geography alone' and suggest that 'food does not have to come from where we are in order to be local' (De la Pena and Lawrance, 2011, p.8), thus pointing to a myriad of other perspectives. Kremer and DeLiberty (2011, p.1252) suggest that 'local food systems are not merely a delineated geography or a flow of consumer goods from production to consumption, they are natural and social networks formed through common knowledge and understanding of particular places, embedded in their localities'.

This complexity in terms of those ‘natural and social networks’ adds to the nuances of place in relation to local food. It is therefore perhaps not as simple as distance travelled, radius, food miles or proximity. As Katchova and Woods (2011, p.27) explain ‘the term “local foods” has a geographic connotation but there is no consensus on the definition’. Edwards-Jones et al., (2008, p. 256), like Giovannucci, Barham and Pirog, (2010) go further in criticising the idea of distance in miles or kilometres as a definition of local when exploring environmental and moral dimensions. They found that food miles are in fact ‘a poor indicator of the environmental and ethical impacts of food production. Only through combining spatially explicit life cycle assessment with analysis of social issues can the benefits of local food be assessed’ (Edwards-Jones et al., 2008, p. 256). Overall, their research amongst food chain professionals indicated that food was generally considered to be ‘local’ if it was produced in the same county as it was consumed, a geo-political stance.

Sims (2010), in a rare exploration of the owner/manager perspective (also see Alonso and O`Neill, 2010; Lu and Geng-Qing; O`Neill, 2014; Roy, Hall and Ballantine, 2020; and Sharma, Moon and Strohbehn, 2014), echoed these findings with one of several examples she used in her research, that of a café/tearoom in Cumbria where the business owner believed ‘local’ to be food sourced from within the county ideally. Sims (2010, p.114) explains ‘...tearoom owner Leslie was passionate about the importance of supporting local producers and...she felt that ‘local’ should mean Cumbrian’. Yet, the reality for this small-scale teashop was to ‘stretch’ that meaning and accommodate her reality and even though she did not wish to, it was paramount to the success of her business, as Sims (2010, p.111) explains:

Interviewer: What do you consider to be local food? Leslie: It’s very hard. I think, well, the way I present it in my literature is that we sell food from the farm – from Cumbria and beyond. And beyond is very wide. But I’d say that there’s local and there’s regional – cheeses from Northumberland aren’t local but they’re regional, and our ice-cream from Windermere is local. So I would think probably 20-mile radius would be local, but it’s very hazy – I don’t think there is an actual definition, but I think sometimes it can be stretched, and I don’t really like that’

Sims (2010, p.111) recognises that ‘...this “stretching” of the definition can therefore result from the inter-relationships between consumers, producers and suppliers taking place within the food chain”. This ‘stretching’ of meaning becomes significant later in this thesis when the interpretations of the coffee shop owners/managers particularly, but also the consumers in this research, are considered.

A further example cited by Sims (2010, p.111) is the example of a gastro- pub owner who wished to use local food yet ‘...maintaining this position was difficult as a result of fluctuating relationships with suppliers and, consequently, he found himself in a situation where his definition of ‘local’ had to change on a regular basis in order to accommodate what was available at any particular time’.

The argument of the gastro-pub owner was as follows:

Again, it comes down to the supply issue. We use three or four different suppliers for our meat and, no matter how hard you try to get a named pork or what have you – again, it’s the seasonal thing and the ability of the supplier to actually keep a constant. And, if you’re going for the named, locally sourced stuff, invariably somebody else starts ordering it, they run out – you’ve got that angle to go at and, again, there aren’t a lot of people doing it up here. You know, a lot of the larger butchers have jumped on the bandwagon and come up with their own version of locally produced meat. But there are all sorts of ways around it, aren’t there? They’ve only got to spend two weeks here before they go off to slaughter and it’s ‘locally produced!’ (Sims 2010, p.111).

The reference to the pork only having two weeks here in the UK and then being called ‘local’ was both interesting and demonstrates how difficult it is for hospitality businesses to authenticate what local food is, as it is clearly not only themselves who stretch the meaning of ‘local’ food.

Interestingly, Bellows and Hamm (2001, p.275) found that ‘the reality of a local food system necessitates an integration of local and non-local’ because, as Feagan (2007, p.35) observes, it is ‘...attending to the realities of interdependence, with other spatial scales’ and avoids an understanding of local as that naïve representation of simply place and space. In reality, being able to buy local food and eat local food is almost an impossibility for both owner/manager and consumer when employing the concept of geographical reach (place and space) to define ‘local’. Furthermore, according to van der Meulen (1999, p.6) this concept is even more complicated because ‘the degree of physical connection between a food product and its place of origin depends on the location of each subsequent stage in the supply chain including distribution and final consumption’. This is particularly pertinent to the hospitality provider who may source food from a variety of suppliers including catering suppliers who deliver; cash and carry outlets; supermarkets; and ‘local’ markets.

Short food supply chains (SFSCs) are now explored as they are an important element of local food systems.

2.8.2 Short food supply chains (SFSCs)

Short supply chains, as explained very effectively in the context of food by the Finnish Government, 'are defined by a small number of actors in the chain, close cooperation between actors, growth of the local economy, and geographical and social contacts between consumers' (Finnish Government, 2013, p.3).

More specifically, however, Marsden, Banks and Bristow (2000, p.425) propose that 'with a SFSC [short food supply chain] it is not the number of times a product is handled or the distance over which it is ultimately transported which is necessarily critical, but the fact that the product reaches the consumer embedded with information, for example printed on packaging or communicated personally at the point of retail'. It is this which 'enables the consumer to confidently make connections and associations with the place/space of production, and, potentially, the values of the people involved, and the production methods employed' (Marsden, Banks and Bristow, 2000, p.425). It does, in other words, make it real by providing some form of emotional connection of the food product to the consumer or the coffee shop owner/manager that indicates the product is in fact 'local'. It is not, therefore, just about the shorter supply chain with its accepted inherent notion of fewer stages or participants in the chain. This opens up the definition to a variety of other interpretations (explored in the next section under the heading of 'cognitive distance and emotional reach').

Yet, as Marsden, Banks and Bristow (2000, p.424) further explain, 'a key characteristic of short supply chains is their capacity to re-socialize or re-spatialize food, thereby allowing the consumer to make value-judgements about the relative desirability of foods on the basis of their own knowledge, experience, or perceived imagery'. They go on to identify that short supply chains are effectively trying to re-connect the disconnect that exists between supplier and consumer by enhancing the image of the farmer to the consumer.

Renkema and Hilletoft (2022, p. 547), concur with the Finnish government's simpler and more widely accepted definition of an AFN and a SFSC however, when they explain that such supply chains 'usually comprise two characteristics, namely, a reduction in the number of intermediaries and a reduction in the number of food miles covered'. Hence, local food in this definitional framework would be locally produced within a geographical radius of the consumer and locally transported via that shorter supply chain with its fewer intermediaries. This would appear to be a logical definition as well as being a concept that could be widely understood by the consumer, owner/manager and supplier.

There are, then, different ways in which the SFSC can be conceptualised. On the one hand, a more simple and practical perspective defines a SFSC in terms of the number of actors and the geographical proximity of each stage in the chain, as proposed by the Finnish Government (2013) and Renkema and Hilletoft (2022). On the other hand, a more conceptual perspective would embrace the generation of trust and confidence through, for example, appropriate information provision. Thus, to re-iterate Marsden Banks and Bristow, (2000, p.425), it is important that `...the product reaches the consumer embedded with information, for example printed on packaging or communicated personally at the point of retail`. This then leads to the short food supply chain being defined in terms of cognitive aspects. In other words, a product might be perceived to be local due to the limited number of stages in the supply chain, regardless of distance travelled (see for example, Loconto et al., 2018).

Renting, Marsden and Banks (2003) have an interesting, unusual and unique perspective on this and refer to PDO (Protected Designation of Origin) certifications and believe that both Champagne and Parmigiano Reggiano cheese have 'short' supply chains, as they explain:

These global networks are still 'short' food supply chains: it is not the distance over which a product is transported that is critical, but the fact that it is embedded with value-laden information when it reaches the consumer, for example, printed on packaging or communicated at the point of retail. This enables the consumer to make connections with the place/space of production and, potentially, with the values of the people involved and production methods employed. The successful translation of information allows products to be differentiated from more anonymous commodities and command a premium price if the encoded information is considered valuable by consumers (Renting, Marsden and Banks, 2003, p.400).

Again, the idea that connections made, rather than distance travelled, are the most important aspects to consider when defining what embodies a short supply chain. This idea of connections in terms of cognitive distance and emotional reach is now explored in a little more depth.

2.8.3 Cognitive distance and emotional reach

Corsi et al., (2018, p.33) tell us that 'place is an interpretative category applied above all in connection with the notions of embeddedness and re-connection between food and consumers'. This reconnection embraces cognitive distance rather than merely physical distance and is also a feature of other studies, for example, Renting, Marsden and Banks (2003) and Schneider, Salvate and Cassol (2016). In an interesting study within what they term 'nested markets' rather than 'local', Loconto et al., (2018) asked participants how close they lived from the site of the production of food they were consuming or selling. They found that it was not necessarily the miles travelled that was significant; some '38 percent [said] that they live far away', yet their perception was that they were in fact still consuming 'nested', (local) food products despite the physical distance. This '...demonstrates that a short food supply chain can be conceived as either a physical distance or as a cognitive distance based on the number of actors involved in linking production and consumption' Loconto et al., (2018, p.34), which also echoes Renting, Marsden and Banks` (2003) perspective. In turn, this again signifies that a short food supply chain is not necessarily based upon geographical definitions alone but can be based on the number of actors (see Seyfang, 2007) involved in the system of provision linking production and consumption.

Jones, Comfort and Hillier (2004, p.329) describe this concept as `emotional reach` with consumers, whether customers or owners/managers, considering products to be 'local' according to their own perceptions. Much of the extant research is again framed primarily from the consumer perspective however with perceptions varying between consumers greatly due to both understanding and interpretation. Holloway and Kneafsey (2000, p.292) for example, suggest that 'consumers make assumptions about the quality and freshness of the products simply because of the consumption context'.

Products which are recognised as being produced in a certain location may be considered 'local' due to the emotional connections or the emotional reach of the product for example the Cornish Pasty, Lancashire cheese, Shropshire blue cheese and Somerset cider and this is regardless of where they are purchased. If the consumer has, for example, a connection themselves to the place of production, they may seek out the product (see Klein, 2018 for an interesting article on 'Heritagizing local cheese in China'). Feagan (2007) sought to identify this valorisation of place through food and stated that valorisation favours short-supply chains and has an element of defensive localism where defining 'local' with the components of environmental, animal welfare and fair trade

conditions being inherent in the 'local', with products clearly having an emotional connection.

Interestingly, it is a postmodernist view of the world as 'media saturated, new sensation-seeking' (Wright, Nancarrow and Kwok, 2001, p.355) that suggests it is not the authenticity of the local product but the 'illusion of authenticity' that satisfies many consumers (see Cohen, 1988), a factor which could be useful to the owner/manager when they design their menu. However, as a consumer, how do we actually authenticate what we imagine, expect and hope to be local? It is important to recognise that to possess 'authenticity' and 'sense of place', local food products need to be true to their origins. In an attempt to establish what is understood by the consumer to be 'local' food, researchers including Alonso and O'Neill (2010), Ilbery et al., (2006), Lang (2014), Miroso and Lawson (2012) and Weatherell, Tregear and Allinson (2003) have found that the strongest driver of local food consumption is attitude towards that local food.

In contrast, Mak et al., (2012) identified a broader set of motivations for consuming local food: cultural and religious factors; socio-demographic factors; motivational factors; personality; and past experience. Howard and Allen (2010, p.263) concur with the idea of a different set of motivations, finding that it was 'freshness and taste; keeping farmland in the community and having open spaces; a desire to be close to the food source and know where it comes from; support of local farmers and keeping money in the community' which were the motivational factors for an interest in local food. These perceived freshness, health and environmental benefits are also explained by Adams and Adams (2011); Bingen, Sage and Sirieix (2011); Conner et al., (2010); Cranfield, Henson and Blandon (2012); Kim and Eves (2012) and Stanton, Wiley and Wirth (2012). Interestingly, however Prigent-Simonin and Hérault-Fournier (2005) found that some consumers only buy local produce because they have a personal emotional connection with the producer as friend or family member and, overall, Roos, Terrangni and Torjusen (2007, section 5) conclude that 'physical distance may play a smaller role than the emotional dimension that the local evokes'. Given that it has already been established that geographical distance is the mainstay of the local definitional stance, this is a unique perspective. There now follows some concluding remarks which contextualise the approach taken.

2.9 Concluding remarks.

The literature review interrogates the hospitality and wider literature to discover the many meanings of 'local' food. Watts, Ilbery and Maye (2005, p.23) suggest such an attempt to discuss alternative systems of food provision like that of local food may appear to be 'quixotic', yet not to do so is ultimately unhelpful to the cause of understanding the

meaning of local food. None of the explanations of local food put forward in the literature are focused solely on the setting of the independent coffee shop; few are from the wider hospitality owner/manager perspective and most rely on the consumer perspective instead. The concept of local food is explored in the literature review first from a defensive (unreflexive) localism perspective with its inherent notions of resistance and rebellion against the globalised foodscape. This is a prevalent perspective in the literature and as Hinrichs (2003, p.33) explains 'Local food has recently emerged as a banner under which people attempt to counteract trends of economic concentration, social disempowerment, and environmental degradation in the food and agricultural landscape...'

The literature review then explores the reflexive localism perspective, which can be seen as a contrasting view to defensive localism and as Dupuis and Goodman, (2005 p.369) suggest 'An inclusive and reflexive politics in place would understand local food systems not as local "resistance" against a global capitalist "logic" but as a mutually constitutive, imperfect, political process in which the local and the global make each other on an everyday basis. In this more "realist" open-ended story, actors are allowed to be reflexive about both their own norms and about the structural economic logics of production' (Dupuis and Goodman, 2005 p.369).

Local food meaning is then explored from the perspective of place with geographical distance, geo-political boundary, food miles and proximity explored together with (SFSCs) short food supply chains; cognitive distance and emotional reach. To reiterate Kremer and DeLiberty (2011, p.1252) '...One popular way to delineate "local" is circumscribing a circle of arbitrary radius around a chosen center point'. This and its various nuances may be a simplistic manifestation of 'local', yet they are recognised worldwide and are the most prolific and widely accepted definition of 'local' food in the literature. There now follows an explanation of the research design, methodology and methods utilised in this thesis.

CHAPTER THREE: RESEARCH DESIGN, METHODOLOGY AND METHODS

3.1 Introduction: Context of the research

An initial investigation in Oswestry town centre identified thirty-five independent coffee shops as potential research sites which represented all of the coffee shops in Oswestry town centre. The manager and /or owner of ten of those coffee shops agreed to be interviewed and five of those also agreed that a self-completion survey questionnaire could be completed at the premises with their customers. The research itself focused on identifying both intrinsic and extrinsic levels of interest from involvement and participation with 'local' food products within those independent coffee shops. It also aimed to address the interplay between owner/manager and consumer in the potential journey of 'local' food onto the plates of those consumers. The research was conducted pre-Covid, in 2019 and the results therefore reflect the coffee shop environment in the UK at that time.

This research then draws upon two strands, that of the owner/manager, and the customer and comprises of two stages of primary research, a self-completion survey questionnaire with customers and in-depth interviews with the owner/manager of the coffee shop. The self-completion survey questionnaire with 91 completions, in five coffee shops, aimed to identify what the customers thought of 'local' food in this environment; which foods they thought should be local; how they would describe 'local' food (in 3 words) ; how far they thought local food should have travelled, together with questions on why they visited that coffee shop on that day and whether they had eaten anything that was 'local' from the menu (see Appendix 1 for the an example of a completed questionnaire). This is important in order to establish the language used in this context to describe 'local' and what it meant to respondents. The survey questionnaire aimed to corroborate the main themes identified in the literature review i.e., that local food is seen as desirable by the customer (see Chapter Four). More importantly however, it informed the second stage of the primary research, the interviews with the owners/managers of the coffee shops. The customer findings then directly inform the themes explored in the subsequent interviews (see Chapter Four) with the owners/managers who were asked about their feelings towards local food, usage of local food and definitions of local food.

3.2 Research aim and objectives

The aim and objectives of the research are therefore as follows:

Aim:

The aim of this study is to:

Explore and interpret the multiplicity of perspectives on the concept of 'local' food within the relevant literature in the specific context of the independent coffee shop in the UK.

Objectives:

To meet this aim, the objectives of the study are therefore as follows:

1. To interrogate systematically the hospitality and wider literature to discover the many meanings of 'local' food.
2. Based on research amongst coffee shops in the market town of Oswestry, UK, to explore what the independent coffee shop owner/manager and their customers perceive 'local' food to be.
3. To analyse the findings of the research and explore the reality in the independent coffee shop setting.
4. To contribute to the debate about what constitutes 'local' food in the unique setting of the independent coffee shop in the UK.
5. To devise an intervention for the coffee shop owner/manager to assist them in their interpretation of 'local' food meaning and to encourage further use and description of 'local' food on the menu.

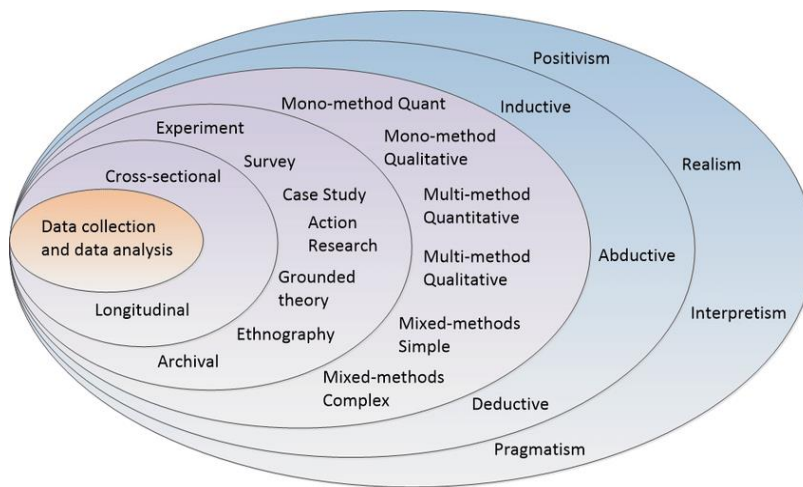
3.3 Philosophical approaches and research paradigm

Firstly, it is important to explore the research paradigm or philosophy utilised in this study. It was American philosopher Thomas Kuhn (1962) who first used the word 'paradigm' to mean a philosophical way of thinking, and 'the word has its aetiology in Greek where it means pattern', (Kivunja and Kuyini 2017, p.26). Collis and Hussey (2014, p.43) describe a paradigm similarly as 'a framework that guides how research should be conducted, based on people's philosophies and their assumptions about the world and the nature of knowledge' with Howitt (2010, p.13) describing paradigms more simply as '... a sort of worldview – a comprehensive way of looking at things which is

more extensive than, say, a theory is'. Paradigms, have four elements according to Kivunja and Kuyini (2017), those of epistemology, ontology, methodology and axiology which are all explored in this chapter in relation to this study.

Saunders, Lewis and Thornhill (2009, p.108) used the well-known analogy of the 'research onion' arguing that the outer layers, which concern the research paradigm must be peeled away before the issues of methodology and data collection can be addressed.

Figure 3.1: Research process “onion”



Source: Saunders, Lewis and Thornhill (2009, p.108)

Hence that 'peeling away' is important as it guides the researcher in establishing how research should be undertaken in the first instance. Burrell and Morgan (1979, p.2) believe that 'Different ontologies, epistemologies and models of human nature are likely to incline social scientists towards different methodologies'. Furthermore, to ignore research paradigms, according to Easterby-Smith, Thorpe and Lowe (2002), is to potentially compromise the quality of the research, given that it is central to identifying the most suitable research design and methodologies later on. Creswell (2009, p. 5) asserts that the researcher should make these 'larger philosophical ideas' explicit within their work, in order that those later choices of research design and method, are both justifiable and explained. An attempt was therefore necessary initially to identify within which research paradigm this study on 'local' food was positioned.

'Positivist', like the word 'bourgeois', has become more of a 'derogatory epithet' than a useful descriptive concept in the social sciences according to Burrell and Morgan (1979,

p.5) and is therefore largely dismissed by social science researchers (see Burrell and Morgan, 1979; Gratton and Jones, 2010) as its deductive process is unhelpful in providing explanatory theories to help understand social phenomena. A post-positivist view is therefore appropriate in this study as it ‘...argues that, irrespective of whether or not there is truly a real world, a researcher’s knowledge of that reality can only be approximate and that there are multiple versions of reality’ (Howitt, 2010, p.7). It is therefore interpretivism, which developed as a result of the perceived inadequacies of the positivistic approach which is utilised by the majority of social science researchers in the field of study explored here, that of hospitality. It is however important to acknowledge that pragmatism is seen as instrumental for an interpretive study. This means that each paradigm can be the base paradigm allowing elements from the other paradigm to be used in an instrumental and supportive fashion (see Hammond, 2013), therefore it is acknowledged that pragmatism, although not the main paradigm, is an important shade or element of the research in this thesis.

Below is a summary of research paradigms within each tradition: positivism, critical theory, interpretivism and pragmatism with interpretivism having been identified as the main approach taken in this study as it explains most accurately that approach. Pragmatism being acknowledged however as a shade or element to it as although this thesis aims to contribute to understanding in the interpretivist tradition it does also provide a best practice aide-memoire for the coffee shop owner/manager to enhance understanding of ‘local’ food as a contribution to knowledge and practice in real world settings, which is part of the DBA ethos. Interpretivism is explored in more detail in section 3.3.2.

Table 3.1: A summary of research paradigms

Paradigm	Positivism	Critical theory	Interpretivism (approach taken)	Pragmatism (shades/ elements acknowledged)
Ontology: assumptions about truth and reality	A single reality or truth	Multiple realities/truths	Multiple realities or truths	Reality/truth is what is useful; reality/truth is renegotiated and interpreted
Epistemology: the theory of knowledge in relation to reality or truth	Objective; reality/truth can be measured	Subjective; reality/truth is socially constructed	Subjective; reality requires interpretation.	Objective and subjective. The best one is identified to solve the problem identified
Axiology: ethical issues that need to be considered	Value-free	Value-laden; biased and culturally sensitive	Value-laden; biased and balanced	Value-driven
Methodology: techniques used to enquire into a situation	Experimental; hypotheses; deduction.	Critical discourse analysis; action research	Inductive techniques; phenomenology generalisations through theoretical abstraction; multiple potential meanings	Mixed methodology
Methods: actual individual techniques for data collection and analysis.	Quantitative methods: tests, questionnaires, observations; large scale; statistical analysis	Open ended interviews, questionnaires, focus groups	Qualitative; semi-structured interviews, questionnaires, observation; small samples; case studies, single or multiple	Quantitative and qualitative mixed methods.

● Approach taken ● Shades/elements acknowledged.

Source: adapted from Denzin and Lincoln (2000); Easterby- Smith, Thorpe and Lowe (2002); Kivunja and Kuyini (2017); Lincoln and Guba (1985); MacKenzie and Knipe (2006); Saunders, Lewis and Thornhill (2009); and Yin (2018).

3.3.1 Qualitative research

This study utilises a qualitative approach to the research (rather than a quantitative one) with its characteristics contrasted with a quantitative approach, as described by Gratton and Jones (2010, p.32), below:

Figure 3.2: Characteristics of quantitative and qualitative research

<i>Quantitative research</i>	<i>Qualitative research</i>
<ul style="list-style-type: none"> ■ Uses numerical analysis to measure social phenomena to provide 'facts' ■ Assumes a single, objective social reality ■ Assumes social reality is constant across different times and settings ■ Uses statistical analysis to determine causal relationships ■ Studies samples with the intention of generalising to populations ■ Researcher is objective, and 'detached' from the subjects under investigation ■ The setting is often contrived ■ Data is collected using inanimate objects, for example pen and paper ■ Associated with the positivist approach ■ Generally deductive 	<ul style="list-style-type: none"> ■ Relies on non-numerical analysis to provide understanding ■ Assumes social reality is a subjective experience ■ Assumes social reality is continuously constructed and related to the immediate social context ■ Objectives are description, understanding and meaning ■ Uses smaller samples, or 'cases' ■ Data are rich and subjective ■ The location of the research is often natural ■ Flexible approach to data collection; often non-traditional approaches, e.g. content analysis ■ The researcher is the data collection instrument ■ Associated with the interpretative approach ■ Generally inductive

Source: Gratton and Jones (2010, p.32)

In a qualitative approach the researcher rejects positivism as an inappropriate paradigm (see Burrell and Morgan 1979), adopting a post-positivistic approach instead which could take the form of an interpretivist approach, as in this study. The relationship between the researcher and participant is considered close with qualitative researchers tending to see themselves as insiders, and part of the process, with relatively little distance between researcher and participant; qualitative research is also considered to be about emerging theories, themes and concepts and finally research findings in qualitative research tend to be idiographic in nature, with a participant being identified as an individual (see Easterby-Smith, Thorpe and Lowe, 2002 and Saunders, Lewis and Thornhill, 2009).

In this tradition the researcher favours data collection methods like interviews and focus groups which collect data that is ‘...rich in its descriptive attributes’ (Howitt 2010, p.7); they are more likely to have real interactions with participants, as in the case of face-to-face interviews and qualitative researchers tend to have more detailed outcomes as a result of all of the above characteristics (see Denzin and Lincoln 2000 and Howitt 2010).

Similarly, Chesebro and Borisoff (2007) identified ‘Five Commonly Shared Characteristics of All Forms of Qualitative Research’, those of natural setting; researcher as participant; subject based communication; subject intentionality and finally pragmatism, as detailed below.

Table 3.2: Five Commonly Shared Characteristics of All Forms of Qualitative Research

1. Natural setting. Investigation and data collection are conducted in a geographic location, time, and set of rituals determined, if not controlled, by the subjects. The environment is not and was never intended for the investigation and data collection. Some argue that a simulation of a natural setting can be equivalent to and control symbol-using in the same way that a natural setting does.
2. Researcher as participant. The researcher is perceived by the subjects as a participant in some significant way. While the investigator may be known as a researcher, the verbal and nonverbal actions of the investigator are not perceived as stemming from the role of researcher.
3. Subject-based communication. The subjects are allowed to identify and determine topics of communication, provide transitions from one topic to another, and provide any qualifiers they see fit. The researcher’s objectives and research questions do not generate and guide the communication topics, transitions, and qualifiers of the subjects.
4. Subject intentionality. The researcher seeks to capture and preserve the communication and symbol-using of subjects as the subjects understand and intend them.
5. Pragmatic. The specific results obtained have immediate utility and or produce direct and instant insight into ongoing social processes and outcomes; the research analysis resolves an existing social problem. It may or may not contribute to theory development.

Source: Chesebro and Borisoff (2007 p.8)

Chesebro and Borisoff's (2007) characteristics of qualitative research especially 'natural setting', 'researcher as participant' and 'pragmatic' explain most accurately the qualitative approach taken in this study. In a natural setting Chesebro and Borisoff (2007 p.8) suggest '...the researcher seeks to make the research experience as much a part of the subjects' everyday environment as possible', thereby making the researcher part of the research as a participant. Hammond (2013 p. 605) believing that '...recent contributions (notably those from Rorty [1982, 2000] have shifted our understanding of pragmatism into a more contemporary anti-positivism'. Furthermore, Hammond (2013 p. 613) explains that '...pragmatism tells us that what we know is provisional and arrived at through a transaction between agent and environment'. In this study the 'transaction' took place in the coffee shop setting and the more naturalistic setting was beneficial as it put the owner/manager at ease and enabled the interviews to flow more easily. It enabled them as Chesebro and Borisoff (2007 p.12) state to focus on '...their own natural environments, when they are guided by their own personal objectives, and how they give meaning to their communication, especially when they are using communication for those pragmatic objectives that determine and control day-to-day existence. This approach has had a host of different labels, but its central and most unifying label is qualitative research'. Pragmatism therefore is acknowledged as an important shade or element in this study given the research setting of the coffee shop.

3.3.2 The interpretivist approach

The approach taken in this study then is one of interpretivism which as explained by Collis and Hussey (2014, p.45) is '...underpinned by the belief that social reality is not objective because it is shaped by our perceptions'. Therefore, and as according to Saunders, Lewis and Thornhill, (2009, p.606) it considers '...how people make sense of the world around them and seeing social phenomena as socially constructed is particularly concerned with generating meanings and gaining insights into these phenomena'. Furthermore, Gratton and Jones (2010, p.28) believe that its '...strengths are that such an approach allows the researcher to gain an insider's perspective, to try to understand the subjects from within'. Interpretivists then embracing the worldview that the social world is essentially relativistic and should be viewed only from the perspective of the individuals who are directly involved in the phenomena, thereby rejecting the positivistic approach which champions the observer and suggests that one can understand from the view of the outside rather than the inside. Interpretivism focuses on measuring and exploring the complexities of the phenomena with a view to gaining interpretive understanding, which is very important to this study. Therefore, interpretivists

rely on a range of methods that seek to describe, translate and otherwise interpret meaning and not frequency of phenomena in the social world (see Collis and Hussey, 2014 and Matthews and Ross, 2010). The research approach taken here also adheres to Klein and Myers (1999, p.72) 'Principles for Interpretive Research' (see Appendix 2).

That meaning is what this thesis is trying to establish via gaining access to people's (owner/manager and customer) common sense thinking and hence interpret their actions from that unique perspective. To reiterate, it takes the view that one can only understand the social worlds, as Burrell and Morgan (1979) suggest, by obtaining first-hand knowledge of the subject under investigation. It thereby places emphasis on getting close to the subjects and rejects a more nomothetic approach to the social sciences which emphasises the importance of basing research upon the more systematic techniques. 'The ideographic method stresses the importance of letting one's subject unfold its nature and characteristics during the process of investigation' (Burrell and Morgan 1979, p.6). This study then adopts an interpretivist paradigm, (whilst acknowledging the shades of pragmatism present), given it is most appropriate to the stated aims and objectives and the subject area of hospitality.

It is acknowledged here however that an interpretivist approach will differ between researchers, potentially impacting reliability of the research, yet to overcome this and as Gratton and Jones (2010, p.96) suggest 'The key is to ensure sufficient detail is provided so that the study could be repeated by others...'. In addition to reliability the study also needs to be rigorous, providing detail at all stages of the research; credible in terms of reflecting participant stories and 'authentic' which Gratton and Jones (2010, p.97) feel is '...when the strategies used are appropriate for the true reporting of the participants' ideas...'. It was therefore vital to gain as much detail in the interviews as possible in order to avoid criticism regarding reliability and rigour.

3.3.3 The case study approach

One method heavily utilised by many of the researchers in the hospitality field of study and specifically 'local' food research, is that of the case study and they are '... a common design for doing case study research' (Yin, 2018, p.90). Case study methods are classified within qualitative research designs along with narrative research, phenomenology, grounded theory, and ethnographies (see Creswell, 2009 and Rowley 2002). Yin (2018, p.46) suggests '...a case study is an empirical method that...investigates a contemporary phenomenon (the 'case') in depth and within its real-world context...' Cakar and Aykol (2021, p.21) believe that 'Researchers should use

case studies for particularly unexplored or underexamined topics for which little or scarce empirical evidences [sic] exist' which is particularly relevant here as there is little research on owners/managers and local food and none specifically, as far as can be ascertained, on local food in a coffee shop setting.

The single case study approach adopted here can be used '...to determine whether the propositions are correct or whether some alternative set of explanations might be more relevant' Yin (2018, p.85). Here the 'alternative' to the propositions in the literature regarding the meaning of local food would exist in an 'alternative' understanding of 'local' food, in the context of the coffee shop in Oswestry, by the owners/managers. A real-world single case study approach is therefore utilised here and as Yin (2018, p. 46) further suggests '...you would want to do a case study because you want to understand a real-world case and assume that such an understanding is likely to involve important contextual conditions pertinent to your case'. Furthermore, and importantly here, he suggests that single case studies may '...involve units of analysis...', (Yin 2018, p. 87) which here are the 10 coffee shops in the interviews and the 5 coffee shops in the survey questionnaire. A particularly important source of case study evidence is the interview and '...any case study findings or conclusion is likely to be more convincing and accurate if it is based on several different sources of information' (Yin, 2018 p. 172), as is the case here with the 10 and 5 sub-units of coffee shops owner/manager interviews and survey questionnaires respectively.

A common criticism of case studies however is their perceived lack of objectivity and generalisability, with the case or cases being based on information which may not be relevant to other situations. Punch (2005) however suggests that generalisation should not be seen as the objective and '...the intention of such a study is not to generalize, but rather to understand the case in its complexity and its entirety, as well as in its context' (Punch, 2005, p.146).

Qualitative researchers then actively reject generalisability and objectivity as a goal (see Cakar and Aykol 2021; Goodson and Phillimore 2004; Hammersley, 1993 and Schofield, 1993), with Creswell (2009, p.204) explaining that the researcher can compile bits and pieces of evidence to formulate a 'compelling whole' as in case study research. It is that compelling whole which is important in the relatively new area of local food research as its evolution relies on flexible research design in order to elicit meaning and ultimately its reliability and validity is based upon this flexible approach within an interpretivist paradigm.

Below in Table 3.3 is a summary of philosophical approaches, research paradigm, methodology and methods employed in this study. Section 3.4 then explores the research design methodology of this study.

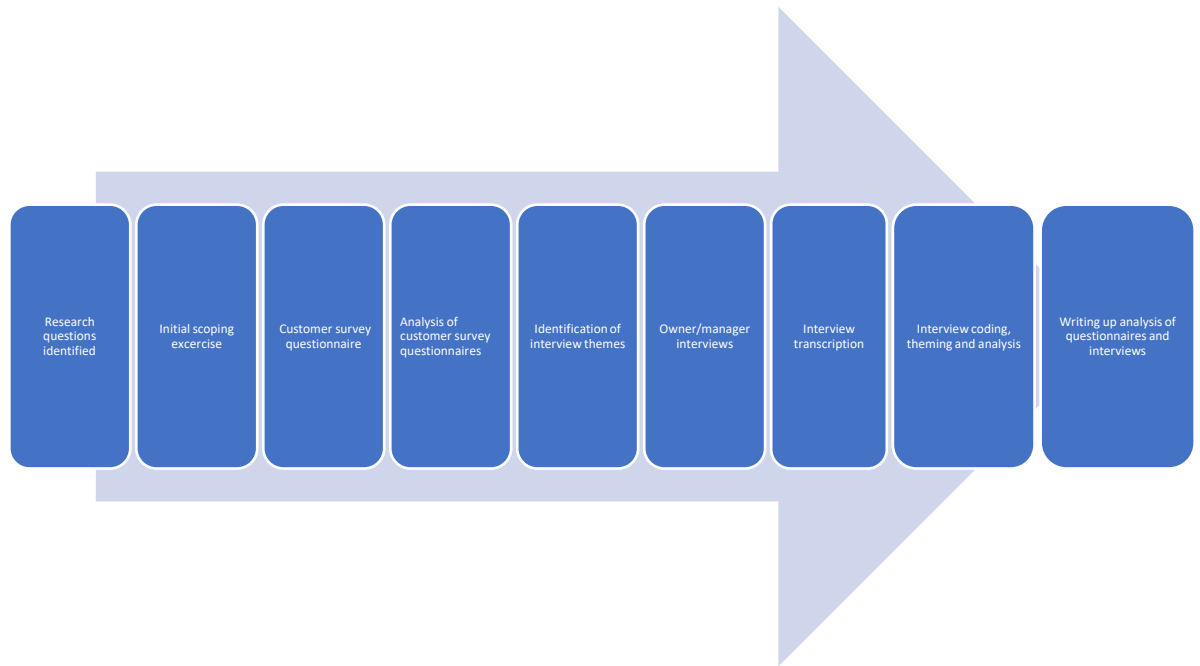
Table 3.3: Summary of philosophical approaches and research paradigm

Summary of philosophical approaches and research paradigm
Research Philosophy: Interpretivism
Research Approach: Qualitative
Research Epistemology: Subjective
Research Ontology: Multiple realities or truths
Research Design: Single case study; semi-structured interviews and survey questionnaire.
Research Methods Stage
Stage 1: Scoping exercise of coffee shops in Oswestry (10 out of 35 coffee shops identified as research sites for the owner/manager interviews and 5 for the customer survey questionnaire)
Stage 2: Semi-structured survey questionnaire with customers (91 completions in 5 coffee shops)
Stage 3: Semi-structured interviews with owners/managers (10 completions in 10 coffee shops)

3.4 Research design methodology: an introduction

It is important to acknowledge that ‘...the methodology articulates the logic and flow of the systematic processes followed in conducting a research project, so as to gain knowledge about a research problem’ (Kivunja and Kuyini 2017, p.28) and below is a visual representation of the ‘flow’ in this methodology, beginning with the identification of research questions and ending with the analysis and writing up of the findings in this study.

Figure 3.3: Diagram of the research design and methodology adopted.



Source: adapted from Howitt (2010, p.283).

3.4.1 Sampling strategy, piloting, distribution, and completion.

As Yin (2018, p.53) explains case studies ‘...are generalizable to theoretical propositions and not to populations or universe. In this sense, neither the ‘Case’ nor the ‘Case Study’, like the experiment, represent “samples”. Rather, in doing Case Study research, your goal will be to expand ...theories...’ Relevant here are the customers and the owners/managers of the coffee shops as it is they who possessed the knowledge that I, as the researcher wished to explore and it is therefore the purposeful selection technique, which is utilised in this study. As Patton (2002, p.230) identifies ‘The logic and power of purposeful sampling lie in selecting information-rich cases for study in depth. Information-rich cases are those from which one can learn a great deal about issues of central importance to the purpose of the inquiry, thus the term purposeful sampling. Studying information-rich cases yields insights and in-depth understanding rather than empirical generalizations’.

The selection or sampling approach for the in-depth interviews was therefore a purposive and non-probability approach where the results cannot be generalised to the overall population as the technique relies upon informants who are conveniently located in a particular site, that site here being the coffee shops. The interviews relied upon these coffee shop owners/managers who were a ‘key informant’ (see Gratton and Jones, 2010)

where 'Individuals are chosen on the basis of specific knowledge that they possess, for example they may have a particular role or responsibility within an organisation' (Gratton and Jones 2010, p.113). Purposeful approaches require '...access to key informants in the field who can help in identifying information-rich cases' (Suri, 2011, p.66). In this study the owners/managers/customers and their understanding as 'key informants' of 'local' food was paramount as the research aimed to explore what the independent coffee shop owners/managers and their customers perceived to be 'local' food. The relatively small selection of ten coffee shop owners/managers for the interviews and five coffee shops for the survey questionnaire (#91 completions) was a justifiable and an appropriate methodological approach to employ and clear criteria were used in the selection of appropriate cases (see Gratton and Jones, 2010 and Teeroovengadum and Nunkoo, 2018). These criteria consisting of sites being *independent coffee shops* within the town centre of Oswestry.

Veal (2006) notes that interviews are used when there is a low population; when it is expected that the responses elicited will vary and where the research is exploratory, both of which are relevant here. The first stage in selecting the participants was to define the 'population' for research purposes. Thus, all possible research sites (#35 coffee shops) were identified in an initial scoping exercise of Oswestry town centre. All 35 were then approached and asked if they would participate in the research. Of those 35, 10 owners/managers agreed to be interviewed, with 5 of those 10 also indicating that they were happy for the customer survey questionnaire to be conducted on their premises. Reasons for not wishing to participate in the study were mainly related to time constraints, as coffee shops are very busy environments, and the wish that their customers were not interrupted whilst enjoying their visit to the coffee shop. Several sites (4) however felt that I could be a potential competitor and they could not be persuaded otherwise by my university credentials.

A pilot interview and 5 survey questionnaires were completed in a coffee shop frequented often by me, allowing a test or dry run (subsequently this coffee shop was not part of the research). They were then up-dated according to the results of these pilots and to enhance ease of completion. The piloted interview and survey questionnaire findings were not included in the writing up of the final research.

Early afternoon (just after lunch) was chosen for distribution and completion of the survey questionnaire to maximise the response rate, especially regarding food consumption, as the coffee shops were all busy at that time. Each survey was completed whilst I waited on the premises (with a coffee and a cake, which I paid for). Chatting about the research

with the owners/managers was avoided, so bias was not introduced into the later interviews with them and all of them were very busy themselves at the time anyway. I was on-hand to clarify any questions the participants of the survey questionnaire had, though these were very few. The response rate for the self-completion survey rate was 100%, though there were a small number of non-responses to some questions which are documented in the findings section as 'no reply' or 'spoilt'. Overall, 91 survey questionnaires were completed in 5 coffee shops, taking customers between 10 and 25 minutes to complete.

Late afternoon, after lunch, was chosen for the owner/manager interviews as this was deemed (by them) to be a less busy time in the coffee shop. Ten interviews were conducted with the owners/managers, 8 of whom were owner/managers of the business and 2 of whom were managers, taking between 45 and 90 minutes to complete. Respondents were either managers or managers and owners with none of the owned coffee shops employing a manager at the time of the research. Each interview was conducted with 1 person even if they were part of a couple/team and comprised either male or female as indicated in bold/italics below (**M/F**), see Table 3.4. It was requested that the person who had most input into the writing of the menu and the procurement of the food supplies was to be interviewed as they were deemed to have the best knowledge with regard to the aims and objectives of the research. Coffee shops A, B and D providing very detailed information; C, E, F and G, detailed information and H, I and J less information than had been hoped for. This was due to H, I and J being alone at the time of the interviews which was operationally more difficult for them, and these interviews were therefore much shorter and less detailed. Below, in Table 3.4, is all of the profile information collected in the research.

Table 3.4: Profile of the coffee shop owners/managers and premises.

Coffee shop	Covers	Indoor/Outdoor seating	Years owned or managed	Owned or Managed Male/Female (M/F)	Independent
A	48	Both	2	Owned- <i>M</i>	Yes
B	35	Indoor only	4 ½	Owned- couple <i>M/F</i>	Yes
C	40	Indoor only	5	Owned- <i>F</i>	Yes
D	110	Both	18 (2 as managers/16 as owners)	Owned- couple <i>M/F</i>	Yes
E	84	Both	14	Managed- <i>F</i>	Yes (but 2 other coffee shops in the business in different Shropshire towns)
F	24	Both	5	Owned-couple <i>M/F</i>	Yes
G	35	Both	10	Owned- <i>F</i>	Yes
H	28	Indoor only	12	Owned- couple <i>M/F</i>	Yes
I	42	Indoor only	1 (Previously manager of another Oswestry coffee shop for 3 years)	Managed- <i>F</i>	Yes
J	32	Indoor only	3	Owned- <i>F</i>	Yes

3.4.2 Survey questionnaire design

A self-completion survey questionnaire (see Appendix 1) was used for the customer survey questionnaire and used 'A standard set of questions to gain information from a

subject', (Gratton and Jones 2010, p.126) with the 'subject' here being that of the coffee shop customer. Self-completion survey questionnaires have the advantage of anonymity, and they provide some useful structure to research. They can however be overcomplex for the participant and may elicit only simple answers, even to the more complex questions. There is also no opportunity to probe which is important in the interpretivist tradition of research (see Veal, 2006).

The survey questionnaire began therefore with simple yet interesting questions (see Table 3.5 below for the first question) to try and avoid ambiguity and to encourage the participants to continue answering the questions, as it became more complex as it progressed. Similar questions were grouped together, and the personal questions were sited at the end. Leading questions were avoided as were double barrelled questions as they can complicate what should otherwise be a straightforward survey questionnaire for respondents (see Gratton and Jones, 2010). A copy of a completed questionnaire can be seen in Appendix 1.

Table 3.5: The first question of the customer survey questionnaire:

1. I will always choose local food items if they are on the menu:				
Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree

A combination of open and closed questions were used for the customer survey questionnaire design. A summated scale was also utilised (as above), predominantly in the form of a Likert scale which was used to gain an insight into attitudes towards local food. This used a five-point scale from agree to disagree to enable the respondent to indicate the extent to which they agreed or disagreed with a statement and as Hughes (2008) believes, Likert scales are easy to construct, they ensure reliability and are considered a useful tool. Kothari (2004, p.101) explains '...summated scales consist of a number of statements which express either a favourable or unfavourable attitude towards the given object to which the respondent is asked to react. The respondent indicates his agreement or disagreement with each statement in the instrument. Each response is given a numerical score, indicating its favourableness or unfavourableness, and the scores are totalled to measure the respondent's attitude. In other words, the overall score represents the respondent's position on the continuum of favourable-unfavourableness towards an issue'.

Ranking was also used (see question 15 for example in Appendix 1) to ascertain the importance of some local foods, for example dairy, meat and vegetable produce. List questions were also utilised to give respondents the opportunity to decide for themselves what was most important, for example question 17 asked them to choose a radius from 7 possible answers which defined local to them in terms of geographical location or miles travelled. Multiple answers were indicated as acceptable here. List questions can speed up the questionnaire process, though it can make analysis more difficult.

3.4.3 Semi-structured interview design

A semi-structured interview approach was taken for the owner/manager interviews where ‘...the researcher adopts a flexible approach to data collection and can alter the sequence of questions or probe for more information...’ (Gratton and Jones 2010, p.156). Semi-structured interviews have several advantages over less flexible methods, for example they allow the respondent the flexibility to elaborate on themes introduced to them; a better rapport can be gained with the interviewee, and they enable ‘the respondent to become more of an “informant” providing data from their own perspective’ (Gratton and Jones 2010, p.157). The disadvantages according to the latter are however the converse of these in that unconscious bias can be introduced by the interviewer via verbal and non-verbal cues together with issues with coding, as it makes the analysis process more complicated. Relevant here is also the subject matter being explored, that of local food where the use of semi-structured interviews may elicit a particular response from interviewees because they wish to portray themselves in a certain light to the interviewer.

A ‘naturalist’ approach was recognised as important for the interviews and as Lincoln and Guba (1985, p. 41) identify ‘...naturalistic ontology suggests that realities are wholes that cannot be understood in isolation from their contexts.... the research interaction should take place with the entity-in-context for fullest understanding’, hence the interviews took place in the coffee shop setting itself to engender a more natural response from the interviewees in their own familiar setting of the coffee shop.

Probing, especially elaboration probing, was an aspect of the interviews especially if they stalled, which sometimes happened when the interviewee was managing the coffee shop alone, due to interruptions in a busy working environment, or the interviewee needed a prompt to continue. It is also important to note here that 5 of the 10 coffee shops were also happy to provide a copy of their menus, see Chapter Four and Appendix 7. The questions in the interviews with the coffee shop owners/managers were as follows:

Figure 3.4: Coffee shop interview questions.

1. Do you own or manage this coffee shop?
2. How long have you owned/managed it?
3. Do you own/manage any other hospitality enterprises?
4. Is it an independent enterprise?
5. How many covers does it have?
6. Who writes the menu?
7. How often is the menu changed?
8. When was the menu last changed?
9. Do you have any 'local' food items on your menu? Can you point them out to me? (List)
10. Where do you get your 'local' food items from?
11. Can you tell me what the term 'local' food means to you? (Prompt needed re: geographical distance perhaps).
12. Can you describe 'local' food in any other way for me?
13. Do you think it is important to have 'local' food on your menu?
14. If yes, can you explain why?
15. Does it cost you more to have 'local' food on your menu?
16. Do you think the customer likes to see 'local' food on your menu?
17. Do you think this is one of the reasons they visit your enterprise?
18. Do customers ask you for more details about where you get your 'local' food from?
19. What benefits are there to having 'local' food on the menu?
20. Can you point out your local food items again to me that are on your menu?

3.5 Interview analysis methods

Yin (2018, p.215) suggests that the '...starting point for any analysis is to "play" with your data. You are searching for patterns, insights, or concepts that seem promising'. That analysis '... is fundamentally about data reduction- that is, it is concerned with reducing the large body of information that the researcher has gathered so that he or she can make sense of it', (Bryman, 2016, p.11). Possible way of playing with the data which are relevant here are '...putting information into different arrays, reflecting different themes and subthemes...creating visual displays...for examining the data' (Yin, 2018, p.215).

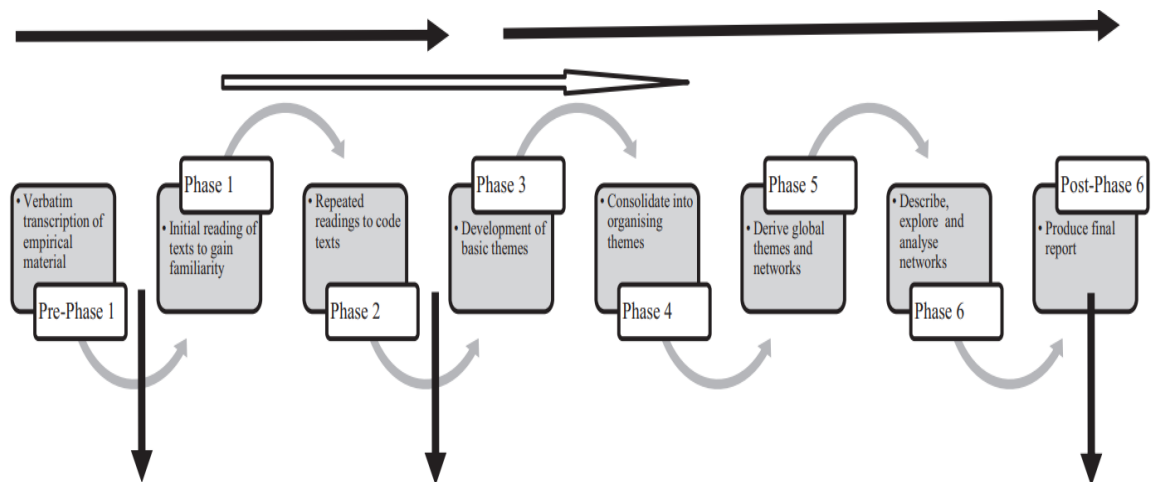
In order to achieve this, various data analysis tools were employed, specifically thematic analysis; manual coding; word clouds; 'Map Maker' and MS Excel spreadsheet usage for data tabulation, all discussed in the next sections of the thesis.

3.5.1 Interview transcription and thematic analysis

The interviews were recorded using a digital recording device and transcribed in the weeks after, verbatim. This was challenging but effective and recorded some non-verbal cues, like sighs and hesitations, but it captured mainly verbal articulation (see Appendix 3 for the full verbatim transcriptions). Yin (2018, p.161) identifies that ‘Audio recordings certainly provide a more accurate rendition of any interview than taking your own notes’. Most writers on the subject of transcription agree that verbatim transcription should be consistent with the overall research strategy (see Saunders, Lewis and Thornhill 2009, for example) and this was the case here, rich data was sought from the respondents, and this was considered the best way to obtain it. It should be noted that non-verbal cues were not considered overly important here, even though they were transcribed. Only limited notes in addition to the recordings were written at the time of the interviews as these can, according to Gratton and Jones (2010, p.163), ‘...result in a loss of rapport between interviewer and interviewee, and the interviewer’s focus may be divided between the respondent and writing down notes. Recording the interview will allow more rapport to develop, which may result in more information being divulged from the respondent’. The interviewees’ personal views, i.e., opinions, attitudes, and meanings (see Yin, 2018) were of particular interest here.

Emergent themes were identified before sub-themes were expressed and as Esfehiani and Walters (2018, p.3164) identify (see Figure 3.5 below), there are several phases or stages to this thematic analysis, and these were adopted in this thesis.

Figure 3.5: Thematic analysis stages



Source: Esfehiani and Walters (2018 p. 3164), also see Walters (2016)

It should also be noted that anonymity was important in this study as it served to protect the respondents from their competitors, and it was only upon that basis that they agreed to participate.

3.5.2 Manual coding

Coding is simply how the raw data is organised for analysis and as Miles and Huberman (1994, p.56) explain 'Codes are usually attached to "chunks" of varying size- words, phrases, sentences or whole paragraphs'. This coded data can then be organised into emergent themes (see section 3.5.1 above and Chapter Four for the emergent themes from the interviews).

Manual coding was chosen for the interviews and the survey questionnaire and as long as the analysis is carried out correctly, that method of analysis is unrelated to the quality of the information obtained (see Gratton and Jones 2010). Excel spreadsheets were however used to tabulate some of the data and facilitate graphs and tables, from the customer survey questionnaire, explained in more detail below in section 3.5.4.

3.5.3 Word clouds

An analysis of key words was used on several occasions in both the customer survey questionnaire and the owner/manager interviews to describe for example what was thought of as being 'local' food and to create a visual representation thereof (see Chapter Four findings). Word clouds '...can be a useful tool for preliminary analysis...' and '...they can allow researchers to quickly visualize some general patterns in text', (McNaught and Lam, 2010 p.641-642). Furthermore, they found that 'Wordle seems to be particularly useful for studies that involve qualitative/thematic analyses of written or transcribed spoken text', (McNaught and Lam, 2010 p.631) which is relevant here, though it was not 'Wordle' which was utilised, but a very similar tool called 'WordItOut' which was found to have better functionality for the purposes of this research. Diagrams were then often used to further display the overall findings from the word-clouds.

3.5.4 Map Maker/MS Excel

The supplier map (see Figure 4.10) was made using 'Map Maker' (see mapmaker.com). Once the location of the suppliers had been established the co-ordinates were obtained on google maps which identified the latitude and longitude (lat lng) of each site of supply.

The co-ordinates were then put on to an excel spreadsheet before being imported onto 'Map Maker'. The map was then customised to show the locations of the suppliers using a pin drop.

Although most of the data was manually coded, excel spreadsheets were utilised on several occasions to assist, and for ease of data management. They were used to tabulate the data and to generate some of the visual representations of the data like the radar graph and the bar chart in Appendix 4 which depict the customer survey questionnaire results.

3.6 Ethical considerations

All participants in the study volunteered, though the customer survey questionnaire participants represented those who were present in the coffee shops at the time; all information collected was encrypted and confidential; all informants were informed of the purpose of the research and they were also informed that they could withdraw at any time without question; consent forms were completed (see Appendix 5 for an example); ethical approval was sought and approval gained from the ethics committee at the University, and all responses were anonymised.

There were no conflicts of interest, the participants were unknown to the researcher and the research was conducted in accordance with all University ethics requirements.

3.7 Concluding remarks.

This study does not seek a universality of the definition of local food, as it does not exist. Instead, it addresses the interplay between the coffee shop owner/manager, their customers and the literature. It advocates further investigation of the owner/manager perspective of the journey of 'local' food onto the plates of consumers who '...may be displaying a new desire to have a more personal connection and understanding regarding where and who their food comes from' (Lang, Stanton and Qu, 2014, p. 1817).

The findings of the empirical research are now presented with a discussion and analysis which aimed to establish the owner/manager, but also the customer perspective of local food in the independent coffee shop setting. Then, as a contribution to knowledge and practice an intervention of a best practice aide-memoire is developed (see Figure 5.3 and section 5.4.1) which it is hoped will be useful to the owner/manager in achieving further use of 'local' food on their menu, for their customers to enjoy whilst at the same time working towards a more sustainable foodscape.

CHAPTER FOUR: EMPIRICAL RESEARCH FINDINGS, DISCUSSION AND ANALYSIS

4.1 Introduction

Having presented the research methodology in the preceding chapter, there now follows a discussion and analysis of the empirical findings from both the customer survey and the owner/manager interviews, the purpose of which was to explore what the independent coffee shop owner/manager and their customers perceived to be 'local' food. As previously discussed, much of the extant research in this academic area is undertaken from the customer perspective (see Arsil and Li, 2013; Ballute and Berger, 2014; Banerjee and Quinn, 2022; Bianchi and Mortimer, 2015; Bimbo et al., 2021; Birch, Memery and Kanakaratne, 2018; Blake, Mellor and Crane, 2010; Chambers et al., 2007; Granvik et al., 2017; Knight, 2013; Lang, Stanton and Qu, 2014; Martinez et al., 2010; Megicks, Memery and Angell, 2012; Memery et al., 2015; Miroso and Lawson 2012; Pearson et al., 2011; Purslow, 2000; Weatherell, Tregear and Allinson, 2003; and Zepeda and Deal, 2009), with little being written on the role of the owner/manager on the journey of local food onto the plates of the customer in hospitality settings in general and nothing, as far as can be ascertained, specifically in the independent coffee shop setting. The findings will therefore contribute to the debate about what constitutes 'local' food in the unique setting of the independent coffee shop, an everyday experience for many in the UK.

To reiterate the importance of coffee shops, there are more than 28,000 such establishments in the UK today (Statista, 2020) and, hence, there are numerous opportunities for consumers to enjoy their services. In fact, 29 million people in the UK visited a coffee shop in 2021 (Statista, 2022). In 2019, some 10.5 million of these visits were to 'local' unbranded independent coffee shops (Statista 2022), such as those in this study. With spending in coffee shops worldwide forecast to reach £4.5bn by 2024 (Allegra 2020) they are a significant economic component of global hospitality provision.

The potential for individual customers to exercise a preference for 'local' food in this everyday experience in an independent coffee shop setting is, however, limited because as Seyfang (2007, p.121) suggests, the consumer is locked into what she terms the 'systems of provision'. The hospitality provider in the coffee shop is just one of the elements in this system and, hence, the consumer remains reliant on the interpretation

of 'local' food by the owner/manager (here the coffee shop owner/manager) in the journey of that food on to the plate of the consumer (see Blake, Mellor and Crane, 2010).

The findings are presented in three sections for discussion and analysis, namely: 'local' food on the menu; sourcing of food items for the menu; and definitions and concepts of 'local' food. The approach adopted in both the customer survey and the owner/manager interviews is now briefly summarised before the chapter goes on to present an in-depth discussion and analysis of the wider findings of both.

4.1.1 The customer survey questionnaire.

The customer survey was undertaken to ascertain how customers felt about local food in the context of the independent coffee shop that they were visiting at the time. This contextualisation was important as little research has been done specifically in the setting of the independent coffee shop relating to local food. It also aimed to reinforce what emerged from the literature review with regards to both dimensions, that of customer and owner/manager (see Chapter Two).

A total of 91 respondents in 5 coffee shops (coffee shops A, B, C, D and E) completed the survey, with the full socio-demographic and socio-economic profile of the customers shown in Table 4.1 below. The majority of the respondents were female (73%), British (88%) and retired (37%). 24% had 'professional' jobs whilst a further 22% described themselves as a 'housewife' or 'homemaker'. Furthermore, 26% were aged 66-75, although there was a wide range of ages across the sample more generally. 69% were educated to college level and above, and respondents were predominantly 'local' (88%), rather than a tourist. A majority were frequent customers; 91% of respondents had been to the coffee shop before, with 81% describing themselves as 'regulars'. 78% of respondents stated a preference for independent coffee shops over chain coffee shops and 18% had no preference. There was also a wide range of incomes stated with no discernible income bracket at the forefront (see Table 4.1 below for full details).

Table 4.1: Socio-demographic/economic profile of the customers (in the survey questionnaire at coffee shops A, B, C, D and E).

Socio-demographic/economic factors	Variable	Percentage
Gender	Female	73%
	Male	25%
	Other	2%
Nationality(self-defined)	British	88%
	Welsh	4%
	European	5%
	Not specified	2%
Occupation	Professional	24%
	Retired	37%
	Manual	8%
	Housewife/Homemaker (self-defined)	22%
	Student	2%
	Not specified	7%
Age	18-24	11%
	25-35	18%
	36-45	8%
	46-55	15%
	56-65	10%
	66-75	26%
	76+	9%
	No reply	3%
Educational attainment	School	18%
	College	33%
	University	36%
	Not specified	13%
Income (in GBP)	Less than 10,000	7%
	10,0001-20,000	20%
	20,001-30,000	18%
	30,0001-40,000	10%
	40,0001-50,000	9%
	50,0001-60,000	12%
	60,000+	2%
	No reply:	23%
Local or Tourist (self-defined)	Local	88%
	Tourist	11%
	No reply	1%
Been before to the coffee shop	Yes	91%
	No	8%
	Spoiled	1%
Regular customer	Yes	81%
	No	18%
	Spoiled	1%
Preference for:	Chain coffee shop	3%
	Independent coffee shop	78%
	No preference	18%
	Spoiled	1%

The customer survey instrument included questions that sought to identify respondents' attitudes towards local food in terms of taste, health, ethics, price and provenance. Based on a list of food groups provided it also sought to ascertain which foods respondents thought should be 'local'; in addition, it sought to identify how they would describe 'local' food and how far they thought 'local' food should have travelled, whilst other questions addressed why they had visited that particular coffee shop on that day and whether they had eaten anything that was 'local' from the menu. See Appendix 1 for an example of a completed customer survey.

The outcomes of the customer survey (see Appendix 4) facilitated the contextualisation for the coffee shop owner/manager interviews and the survey was an important first step in the research, not least because, prior to this study, no research on local food provision had been undertaken solely within an independent coffee shop setting from either the customer or owner/manager perspective. As already identified however in Chapter Two there are many studies on consumer motives for the purchase of local food, in other contexts. Though limited there are also several studies on the owner/manager perspective in other hospitality settings, like restaurants, also identified in Chapter Two.

As Tregear (2011 p.419) observes, 'the literature has reached something of an impasse, with some debates and exchanges appearing to entrench scholars in established theoretical positions, rather than encourage the breaking of new boundaries'. As explained in the literature review, the study of owners/managers in the context of the coffee shop representing a new boundary, in this unique study.

There now follows a brief description of the owner/manager interview approach in order to contextualise the later analysis and discussion of the findings.

4.1.2 The owner/manager interviews

The ten interviews with the owners/managers of the coffee shops (coffee shops A,B,C,D,E,F,G,H,I,J) addressed a variety of questions, including: whether they wrote their own menus; if they thought they had 'local' food items on the menu and to identify them; if so, where they obtained their local food supplies from; most importantly, how they defined the term 'local' food; if they thought it cost them more; if they thought customers liked to see it on their menu and whether they believed it was a reason for them visiting; and finally, if customers asked for more details about where they obtained

their local food and generally what were the benefits to having it on the menu. The full list of owner/manager interview questions can be found in Appendix 6.

4.2 Empirical research findings, discussion and analysis.

It is important to note that in the following discussion, the results from the empirical research (both the customer survey and the owner/manager interviews) are considered together in order to answer the research questions. The questions were grouped into three areas for discussion and analysis, namely: (i) 'local' food on the menu; (ii) sourcing of local food items for the menu; and (iii) definitions and concepts of 'local' food. There now follows a detailed discussion and analysis of the findings commencing with the extent to which local food is offered on the menu.

4.2.1 'Local' food on the menu?

The menu, a non-verbal cue for the customer, is a vehicle by which local food choice can be encouraged by the hospitality provider, in this case the independent coffee shop owner/manager. It can create positive attitudes towards food items on the menu through, for example, descriptions of where the food has come from and the distance it has travelled (see Baiomy, Jones and Goode, 2019). The terms 'local', 'locally sourced' or other similar descriptors are sometimes seen on menus in restaurants, hotels and other establishments in the UK and the use of these words is intended to encapsulate a world that is more inviting and, hence, appealing to the consumer (Jurafsky, 2014). The ultimate aim, of course, is to sell these food products to the customer at an appropriate profit margin.

Martinez et al., (2010) suggest that telling the story (the provenance story) of the origin of food connects the consumer to it. This is something that hospitality owners/managers can do on their menus in order to engender some sort of emotional, ethical, moral, as well as community and local appeal to the customer through offering and telling the 'story' of local foods. As Edwards and Meiselman (2005) identify, the customer may be very open to suggestions, with implications for the owner/manager who can encourage the customer to purchase local food items through the non-verbal cue of the descriptors on the menu, thereby making these items sound more appealing and therefore more attractive. Also, as Magnini and Kim (2016) identify the physical menu is part of the dining experience, reflecting the personality of the hospitality enterprise.

However, customers find it difficult to authenticate 'local' foods on the menu as the credence attributes are often not easily identifiable (see Lang, Stanton and Qu, 2014)

due to the disconnections that exist in the landscape of what constitutes local food (see Chapter Two). Lang, Stanton and Qu (2014, pp. 1808-1809) explain that ‘without a consistent definition of local food, consumers can become confused when buying local foods and suppliers lack a guide to offer effective local programs to consumers’.

Table 4.2 below, provides the profile of each coffee shop owner/manager included in the study, representing their responses to the descriptive questions within the semi-structured interview. These initial questions sought to establish the credibility of the owner/manager by determining the extent of their experience in the hospitality industry and as an owner/manager of an independent coffee shop.

Table 4.2: Profile of the coffee shop owners/managers/premises

Coffee shop	Covers	Indoor/Outdoor seating	Years owned or managed	Owned or Managed Male/Female (M/F)	Independent
A	48	Both	2	Owned- <i>M</i>	Yes
B	35	Indoor only	4 ½	Owned- couple <i>M/F</i>	Yes
C	40	Indoor only	5	Owned- <i>F</i>	Yes
D	110	Both	18 (2 as managers/16 as owners)	Owned- couple <i>M/F</i>	Yes
E	84	Both	14	Managed- <i>F</i>	Yes (but 2 other coffee shops in the business in different Shropshire towns)
F	24	Both	5	Owned-couple <i>M/F</i>	Yes
G	35	Both	10	Owned- <i>F</i>	Yes
H	28	Indoor only	12	Owned- couple <i>M/F</i>	Yes
I	42	Indoor only	1 (Previously manager of another Oswestry coffee shop for 3 years)	Managed- <i>F</i>	Yes
J	32	Indoor only	3	Owned- <i>F</i>	Yes

The coffee shops ranged in size from small to medium with between 24 and 110 covers; there was a range of indoor and outdoor seating arrangements; all were experienced owners and/or managers and all were independent businesses (though one, coffee shop E, was part of a company that had 3 coffee shops in Shropshire, but all used the same menu). Each interview was conducted with one person even if they were part of a couple / team; three were male and seven, female. In the case of couples / teams, the person who had most input into the writing of the menu and the procurement of the food supplies was interviewed as they were deemed to have the best knowledge with regards to the menu and potential understanding of 'local' food.

In terms of the level of involvement in menu writing, the interview respondents were asked to confirm if they wrote the menu and how often it was updated as, in some cases, hospitality organisations do not write their own menu but, rather, employ another company to write it, as well as design it and print it (see Baiomy, Jones and Goode, 2019). Explained succinctly, a good menu has been described as 'a map that encourages easy navigation between hunger and satisfaction' (Cichy and Wise, 1999, p. 45). Furthermore, as Baiomy et al., (2013 p. 7) identify '...a well-designed menu can stimulate sales and enhance the average spend per guest'.

With the exception of coffee shop A (an owner) whose menu was 'outsourced' to a local chef who also had her own small restaurant operating in the evening, and coffee shop E (a manager) where the owners wrote the menu, all menus were written by respondents. Despite the menu not having been written by the respondents in coffee shops A and E, they still had a very good knowledge of the menu through their involvement in the sourcing of the food. Hence, their interviews were still detailed and valid. Each of the menus were fairly static and only up-dated seasonally, either summer/winter or spring/autumn.

It was therefore established that for eight owners/managers, the level of involvement with the menu was very high and only marginally less so for the remaining two (A and E) in the study. There now follows a detailed exploration of the owner/manager perspective of 'local' food on the menu?

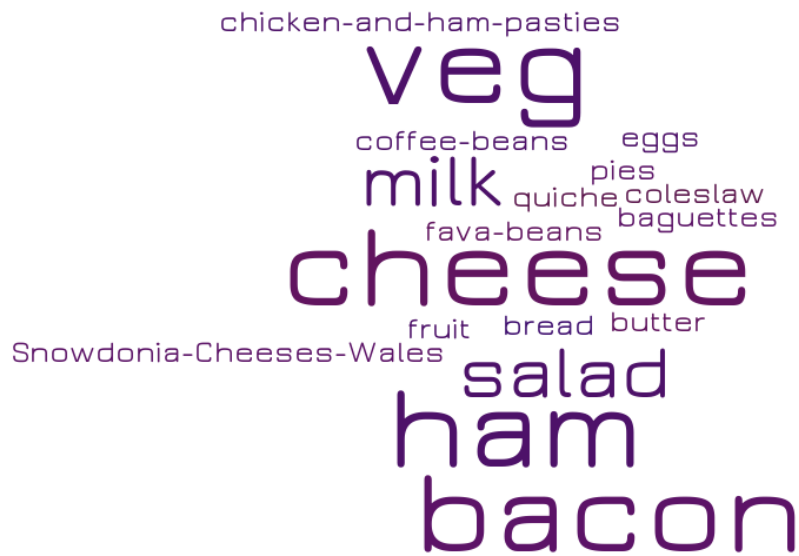
4.2.1.1 The owner/manager perspective

After the degree of involvement was established, each coffee shop was asked if they had 'local' food on the menu and if so, if they could point it out on the menu. Importantly, this was done before they were asked to define more specifically what they felt 'local' food was, because it was deemed important to elicit their initial intuitive response to what they thought constituted 'local' food on the menu before going on to explore further their understanding of it, as well as how they sourced it.

Five of the coffee shops (A, B, C, D, E) agreed that a copy of the menu could be referred to and included in the thesis, though anonymised as far as possible. However, the findings discussed here are based upon all ten interviews as all respondents were happy to discuss the menus at the coffee shops. During the interviews the menus were referred to frequently. The menus from five of the coffee shops can be seen in Appendix 7 with the menu items that were considered by the owners/managers to be 'local' circled.

The food items that all ten respondents identified as 'local' on their menus are shown in Figure 4.1 below. Only food items mentioned are included; any reference to suppliers were removed as they were not, in this initial question, relevant. Nevertheless, a full list of responses can be seen in Appendix 8. The full responses here did however demonstrate how entangled local food and suppliers are from the perspective of the owner/manager when considering what constitutes local food. It should also be noted that the word-cloud below, which was completed to represent all responses regarding 'local' food was completed without the inclusion of Clun Valley Bacon, from Clun Valley Foods, Clun, which is 38 miles from Oswestry, and Jamie Ward sausages from Jamie Ward's Traditional Butchers in Chirk, 6 miles from Oswestry. These products were mentioned as 'local' in the interviews but were aspirational products that coffee shop I would like to have on the menu if they were not so costly. Hence, they were not actual menu items.

Figure 4.1: 'Local' food items on the menu



WordItOut

The food items on the menus described by the respondents as 'local', as above, revealed that cheese, bacon, ham, 'veg', salad and milk were the most significant foods identified as 'local' by the owners/managers. Other foods mentioned were less significant but nonetheless very interesting. The inclusion of 'Snowdonia-cheeses-Wales', for example, was fascinating as this was sourced from Rhyl, 55 miles away, yet the owner/manager (coffee shop B) acknowledged she was aware of its geographic origins (Wales). As she explained: '*that`s a bit more Wales but that`s local for cheese makers*'. She clearly felt that Wales was local '*for cheese makers*'. This was due to the perceived, or actual lack of cheese makers in the vicinity of Oswestry, an unavailable 'local' product was being substituted by another available 'local' product.

The inclusion of the coffee beans (from Bridgenorth, 38 miles from her coffee shop) by coffee shop I was also interesting and reflects one of the main findings in this research, that 'local' was interpreted as the *local supplier*. This concurs with studies by Alonso and O`Neill (2010) and Sims (2010) which also found that, in some cases, what constituted 'local' products were those bought from local suppliers/distributors. In this study, many of the coffee shop owners/managers also considered local food to be food sourced from their local supplier who was proximate to themselves, whether, for example, a supermarket, a butcher or a coffee supplier. In other words, it was not the characteristics or provenance of the products themselves that were considered to be local, but the

supplier. As Watts, Ilbery and Maye (2005, p.27) observe, 'alternative systems of food provision exist along a spectrum' and the results here reflect their and Sims' (2009) suggestion that a weaker definition of locality based upon 'even the use of local supplier companies' (Sims, 2009, p. 331) is often in evidence. This issue is explored in more depth in section 4.2.2.1 below.

Geographical distance of the product to oneself (see Eriksen's 2013 definition and section 2.5 of Chapter Two) was not frequently mentioned by respondents here, despite it being the most prominent definitional stance in the literature (see, for example Granvik et al., 2017; Katchova and Woods, 2011; Pearson et al., 2011). More specifically, Allen (2010, p.301) explains that 'most definitions of local food systems use physical definitions. Often, they are based on a distance-radius – 30, 50...miles... Others suggest political boundaries such as county...delimitations'.

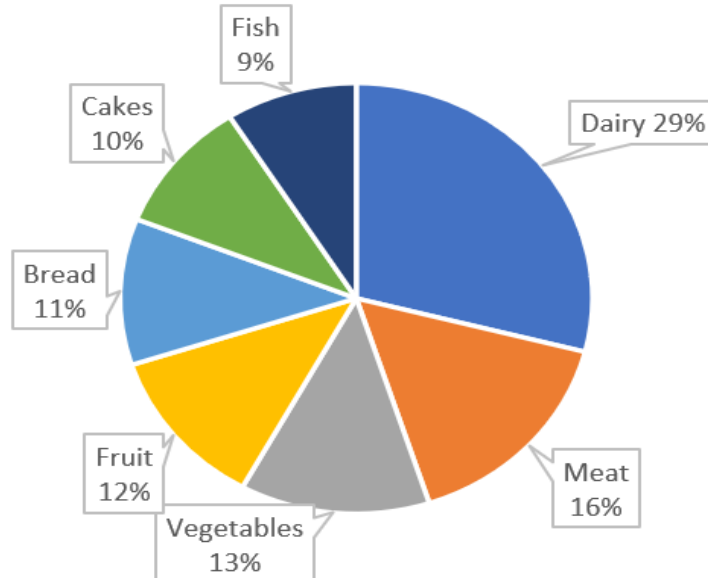
Other food items identified as local by the owners/managers and revealed in Figure 4.1 above included fava beans (dried broad beans), pasties, pies, fruit, butter, coleslaw, and baguettes, yet the context in which they were discussed is important. They did not necessarily reflect what is considered to be local in the literature as again it was the local supplier who supplied these 'local' products. Coffee shop I, for example, sourced milk, fruit and 'veg' from Marks and Spencer in Oswestry, which they considered to be a local supplier. Coffee shop J identified the bread they used was from Smiths bakery, which is also based in Oswestry. Both sources were considered to be local by the owners/managers and the bread, upon first enquiry, appears to have a better provenance in terms of 'localness', as defined in the literature (see Chapter Two). However, if one were to dig deeper it may become apparent that the bread ingredients themselves were probably not sourced locally due to difficulties in obtaining local ingredients to make the bread. Overall, a confusing landscape emerged from the research of what was described as 'local' on the menu and the context is clearly extremely important. As Blake, Mellor and Crane (2010, p.422) explain, there is '... a complex set of meanings attached to food items considered to be local'.

Interestingly, the customer survey found that, when ranking the importance of products regarding their perceived 'localness', customers thought that dairy products should be sourced locally, followed by meat and vegetables, with fruit, bread, cakes and fish being less important to them in terms of that 'localness' (see Figure 4.2 below). This reflects what the owners/managers were in fact doing with regards to their sourcing of dairy, meat and vegetable products for their menu (see Figure 4.1 above), although they were

not described as local on the menu. Yet again the ambiguity of what constitutes 'local' is an important consideration.

Figure 4.2: The importance of food items being local-to customers.

The importance of food items being local-to customers:



However, when customers were asked if they had chosen a menu item that was described as 'local' on the menu, only 12% responded positively, with 88% indicating no. This perhaps reflects the fact that although the owners/managers explained in the interviews that they did use local food (such as dairy and meat products), it was not often described, as such, on their menu. Customers may not therefore be aware that these products were local because the evidence suggests that they do not often ask whether food is local or not. If such products were described as local on the menu, then, according to the survey results, 58% of customers would choose it. This is a significant finding and one from which the owner/manager could benefit, perhaps in terms of increased revenue if they decided to describe food on the menu more explicitly in terms of its localness especially as evidence suggests customers will pay more for local food products (see Blake, Mellor and Crane, 2010; Chicoine, Rodier and Durif, 2022 ; Knight, 2013).

Once local food items on the menu had been identified by the owner/manager respondents, it was important to then ascertain if they thought that it was important to have local food items on the menu. And if so, it was also important to identify why they

thought this before establishing if they believed it cost them more to buy local food, as this may be a barrier to the procurement of local food supplies. Coffee shop A was unsure if it was important to have local food on the menu but admitted that they needed to '*shout about it a bit more*', clearly indicating that it was on the menu but not explained as such:

Don't know...probably do need to shout about it a bit more... erm...I just take the approach with everything we do really and try not to sort of shout about it too much I guess.

The comment '*The approach with everything...*' was a reference to the desire to use local products yet to be discreet and not show obvious enthusiasm for it, perhaps because, as coffee shop I identified, expectations raised unnecessarily can lead to expectations unmet and, therefore, customer dissatisfaction:

...you can build yourself up can't you and then people have much higher expectations, do you know what I mean and then if it's not what they think it's going to be...it's know your market...unique selling point as it's called in the trade.

In contrast, coffee shops B and C (respectively) clearly acknowledged the importance of local food on the menu to the customer:

*Yes, I do, because that's the people that we are attracting, it's all in keeping with what we are and what we do and also the fact that * is also such a good chef... he can use anything so yes it's local and it's good to say it's local though we are really rubbish at promoting what we do.*

Yes, I think so, I think people like to see what is local and being independent is important.

Although coffee shops B and C acknowledged the importance of local food to the customer, when compared with how they described the food on the menu (see Appendix 7) there is little evidence of descriptors regarding the sourcing of these items. This, again, is an example of local food being offered on the menu but not explicitly described as such to the customer who, consequently, would be unaware of its local origins unless they specifically asked, which later evidence suggests they do not.

In the customer survey, respondents were asked if they would '*always choose local food items if they were on the menu*'. The response was generally that they would, with 69% agreeing or somewhat agreeing with that statement. Yet again however they would be

unaware that a food item was local unless it was described as such on the menu (or unless they specifically asked).

Coffee shop F acknowledged that they had more on the menu that was local than they realised or indicated on the menu and acknowledged that they too, as coffee shop A had said, needed *'to shout about it a bit more'*:

In some situations, yes, not in Oswestry really but I think maybe we have more on the menu that is local than we realise, we just don't describe it as such on the menu. I suppose we could do but then again, it is Oswestry.

Again, the respondent was recognising that they used more local produce than they had originally thought, though it was not described as local on the menu. Moreover, there was an interesting reference to Oswestry: *'but then again, it is Oswestry'*. This perhaps implies that, in Oswestry, identifying food on the menu as local was not necessary. This attitude is reinforced in coffee shop G's response when she commented:

Yes, in some places, not here really, I don't think our customers can afford it. We would have to put the prices up [laughs] and this is Oswestry, not London.

This feeling of Oswestry, just being Oswestry, a relatively small rural market town, was prevalent in the interviews, as evidenced in the above comments. Moreover, it was clearly influencing the coffee shop owners/managers as they thought that menu pricing was very important to customers of the town. The relatively high concentration of coffee shops in the town, with a total of 36 in the town centre, may have been a contributory factor here, given the need for price competitiveness, something of particular importance within a hospitality sector (see Lashley, 2000) which has much repeat business. In this research, for example, 81% of coffee shop customers described themselves as 'regulars' in that coffee shop and therefore represented a loyal customer base.

Coffee shop I believed that not only price, but also reliable supply were barriers to the use of local food:

It is important if the prices are you know... good, supply, they have to be able to supply yes sometimes there is a supply and demand...you've got to be consistent haven't you. Oh, our eggs are from Meifod. Our cheese is also quite local [she goes to look at it in the fridge]. Noooo, it's from Preston and it is delivered to us. I can't remember who delivers it off the top of my head, I'm sorry...

The issue of a consistent and reliable supply referred to here is an important consideration for a coffee shop with a mostly static menu. These factors are frequently

mentioned in the literature as barriers to the use of local food, for example by Alonso and O'Neill (2010); Lang, Stanton and Qu (2014) and Lockyer (2006). Lockyer (2006) identifying these factors as well as the additional factors of price, lack of trust in the certification process, reduced choice and branding concerns.

It was also interesting to note that this respondent initially thought the cheese was sourced locally but was in fact from Preston, Lancashire, some 85 miles away. She was very keen to demonstrate that they did have some local produce on the menu, hence a trip to the fridge to check the provenance of the cheese.

Coffee shop J clearly stated local food on the menu was important to her:

Yes, very important, see, our menu says 'We believe in using local, seasonal and British' so yes, it is important to us. Because it's important to use ingredients that we can trust and I think that British meat is the best, you know where it comes from, no hormones like they use in Brazil and America.

Here there was explicit reference to 'local, seasonal and British', with the provenance of meat being especially important due to concerns about hormones the respondent believed to be used in meat from Brazil and America. In terms of seasonality, Starr (2010, p.484) clearly agrees with this perspective, arguing that 'the cosmology of the local food movement...aims to build "local food systems" based on ecological analyses', and identifies, amongst other factors, seasonality as part of that local food system.

Cost factors were then explored in more detail with the respondents. Coffee shop A's response was interesting when he acknowledged that local products did cost more and, therefore, he had to be careful, as passing on the cost to the customer was not really an option. He felt customers were not aware that it may cost more for the coffee shop to obtain local produce, a factor reinforced by the customer survey results which revealed that 59% of customers either did not know or perceived that local food did not cost more to purchase.

100% yes, which is why it limits the scale and we can make the business successful in a sense because it's more expensive it isn't enough margins in it, realistically probably can't go overboard, we still buy local produce but can't be over-charging, people here aren't aware of the produce, I guess.

He claimed that the profit margins on local food were insufficient to justify its use, so, although his enthusiasm for local food was clear throughout the interview, it was very much tempered by that lack of perceived profit margin given the costs of locally sourced products. Echoing respondent F's comment that 'then again it is Oswestry', he too was

unable and unwilling to pass the extra cost on to the customer as he believed them to be price sensitive and did not wish to lose them. To corroborate this, the majority of the customers in the survey, 91%, had previously been to the coffee shop in which they were completing the survey. A regular customer base like this is very important in such a competitive and saturated coffee shop environment like Oswestry.

Most owner/manager respondents, such as coffee shop C, were unequivocal about local food costing more; C stated simply:

Yes, definitely

Barriers such as these (real in terms of cost, and perceived risks in terms of the customer base) to the successful implementation of local food supply are identified in the literature as an important consideration. See, for example, Bessière (1998), Holloway and Kneafsey, (2000) and Penney and Prior, (2014).

The theme of the cost of local food continued with coffee shop F who felt that it was worth using the supermarket instead to obtain that same product (in this case cheese) for half of the price, again indicating that they were of course in business to make a profit and the supermarket was being framed as a source of local food here too:

Yes, definitely it does yes. Do you know the price of local cheese if you buy it direct, it's twice the price of going to Sainsbury's and you can get the same cheese there cheaper. Must be their buying power, buying in bulk will reduce the cost won't it.

Coffee shop G added to the evidence again mentioning the use of the supermarket but added that the consistent supply of local food items would also be a 'worry'. The consistent supply of their produce being very important to her:

Yes, a lot more and I would worry about being supplied too. I need a reliable supply. At least I know Sainsbury's and Iceland always have what I need.

A reliable supply is again here a deciding factor for the purchase of local food, a factor echoed by Banerjee and Quinn (2022) who, commenting on the hospitality industry more generally, found that it was not only the consistency of supply but also the pragmatic matters of price, convenience and quality which mattered to hospitality businesses.

Coffee shop H agreed that the cost of 'local' food ingredients was prohibitive with an interesting perspective regarding those ingredients being more costly if grown in this country:

Yes, I think it would if all the ingredients in the cakes were local if you could get them. Probably costs more if you grow them in this country.

Coffee shop J was also very clear that local produce did cost more which is why she did not use it in her coffee shop more extensively. However, she lamented the fact that she was unable to use a little more local food. Again here, there was a reference to cheese made in Wales being considered 'local':

Yes, definitely which is why we don't use a lot of it, we just focus on what is important and what we can get, meat especially, veg, fruit is more difficult, well a wide range of it is. Bread is possible but it's not cheap, and cheese, there are Welsh cheeses we should use more of these shouldn't we [laughs].

Overall, some interesting responses emerged with regards to 'local food on the menu', with cost, reliable supply and convenience being identified as the most important factors to be considered when deciding to include local food on the menu. These were explained as barriers to having local food on the menu although respondents still acknowledged that they did have some local food items on the menu, even if they were not acknowledged as such and some did aspire to have more on the menu.

There now follows a discussion and analysis of the customer dimension to the menu from the owner/manager's perspective mainly with the intention of gaining an insight into what the owner/manager thought the customer liked to see on the menu in terms of local food.

4.2.1.2 The customer dimension

The interviews sought to elicit owners/managers' perceptions of customers feelings towards local food, hence, they were asked the questions 'Do you think the customer likes to see 'local' food on your menu?'; 'Do you think this is one of the reasons they visit your enterprise?' and 'Do customers ask you for more details about where you get your local food from?'

Coffee shop A believed that customers did in fact like to see local food included on the menu, going on to suggest that ethical reasons most likely explained the customer's appreciation of local food. He clearly felt personally that ethical sourcing of meat in particular was important and, hence, he felt the customer must also feel that way. Commenting on the hospitality industry and the customer perspective, Banerjee and Quinn (2022, p.1273) found that 'people want to buy ethically, but the more pragmatic matters of price, convenience, accessibility and product quality prevent this'.

Yes, definitely... I think they appreciate the extra effort we go to, like milk being organic and local I think...introducing meat to the menu which is all locally produced which I think has helped that transition because from an ethical point of view lots of people see meat as not being ethical in any shape or form but I think people appreciate that if there`s going to be meat on the menu it`s not just from some factory farm and so for me personally I am a meat-eater but I do care about the welfare of the animals.

Interestingly however, despite coffee shop A identifying both their organic milk and locally sourced meat usage, these products were not explained as organic/local on the menu (see Appendix 7).

Coffee shop B thought that when the customer found out that food was local, presumably by asking as, again, it was not described as such on the menu (see Menu B in Appendix 7), they were:

...just over the moon with it really

Coffee shop C also believed that their customer liked to support local:

I guess most people do like to try and support local, a lot of our customers do anyway.

Coffee shop D, however, admitted that it was unusual for the customer to ask if the food was local:

There are certain people that will turn around and ask whether the source is local or not. It doesn`t happen very often...

Interestingly, however, Coffee shop E felt that things were changing, and that the customer did in fact like to see local food on the menu:

I would say so yes, the world`s turning that way, everybody is starting to go that way.

Coffee shop F acknowledged that although they did have local food on the menu, they could nevertheless describe it better on the menu, a theme throughout the interviews with most coffee shops:

Yes, I think so, we should maybe describe it better I think, might do after this chat.

This was an interesting outcome of the research itself; coffee shop F was not the only one to express an interest, following the interview, in changing the menu to describe any food items that were sourced locally as 'local'. Many had simply not thought about it

before, even though they believed that the customer found local food attractive and would like to see it on their menu.

There is much evidence to suggest that customers do like to see local food items on the menu (see Chicoine, Rodier and Durif, 2022; Henderson, 2009; Jones, Comfort and Hillier, 2004; Sims, 2010). However, they can only ascertain if those food items are local from the descriptions on the menu, unless they ask, which is, as coffee shop D identified, unusual. The customer survey in this research did in fact indicate that 69% of respondents would choose local food on the menu and 50% would like to see more local food on the coffee shop menu, whilst 80% of customers agreed that they like to know where their food comes from. Baiomy et al., (2013) in fact identified that 'Several authors [including Hashimoto and Telfer 2006; Henderson, 2009; Kim and Eves 2012; Ilbery and Kneafsey 2000] noted the use of local food items on the restaurant menu as one of several approaches to promote food items to guests. In addition to reducing food miles, nine motivational factors have been related to the consumption of local foods: exciting experiences; gaining knowledge; authenticity; escape from routine; prestige; health concerns; togetherness; physical environment; sensory appeal'.

In contrast to the above findings, coffee shops I and J felt that the customers were not particularly interested in local food on the menu as they did not ask about it very often (as coffee shop D had also indicated) due to their low-priced menus and therefore related expectation. They felt they had a customer base that was not interested in local food, and it was not a reason for visiting them. Rather, tasty food and price considerations were most important:

Not very often, no, because the prices you know, maybe if we were charging more then they would expect it to be more erm, you know, artisan products you know but no our customers aren't, it's not that sort of customer base.

Not sure, they don't really ask. One thing they do like though is local, British meat, I know that, and I think that's sometimes why they come, they trust us, and it does taste better, I think anyway.

Even though their customers did not ask very often, if at all about local products, coffee shop J felt that local, framed by her as British meat, was important because she felt it tasted better.

In terms of whether local food was acting as a motivational factor for a visit to the coffee shop there was some evidence from the interviews that this might be the case. Yet, most coffee shops were not describing on the menu the food that they sourced locally as

'local'. The '*discerning*' customer, for example, was mentioned by coffee shop A who felt that, by implication perhaps, local food may be a reason they visit:

I think there are a lot of discerning customers.

Coffee shop D was more vocal and believed that customers were beginning to be more interested in 'natural' food and the explanation below clearly related to health concerns:

I think people are starting to think that they want something more natural, err, they don't want things like, with all the publicity, with things causing cancer, people are starting to think about what they eat a little bit more, err, more than they did probably 10 years ago when the fast-food industry went boom...

Coffee shop F suggested more obviously that it was not local food the customer came for but:

...for the healthy interesting food, not because it might be local.

Health benefits (together with freshness and environmental benefits) are a factor found to be attractive to customers when choosing local food, as indicated in the literature (see for example, Adams and Adams, 2011; Arsil et al., 2013; Bimbo et al., 2021; Bingen, Sage and Sirieix, 2011; Conner et al., 2010; Cranfield, Henson and Blandon, 2012; Lu and Geng-Qing 2018; Purslow 2000; and Stanton, Wiley and Wirth, 2012).

Coffee shops G and H respectively unequivocally stating that local food was not a reason customers visited their coffee shop:

No, not really

No, I wouldn't say so really.

Coffee shop J also acknowledged that local food was probably not the reason customers came to the coffee shop:

Could be, not sure. I think they come because they like the variety on the menu. It's a nice healthy menu and the food is freshly prepared, no frozen stuff here.

Again, reference is made to the variety on the menu, the healthy nature of the menu and the fact that she felt 'frozen stuff' was clearly not appropriate, in her coffee shop.

The overriding response by coffee shops F, G, H and J to this question then was related to having both an interesting menu and to health benefits, rather than to local food interest. That in itself opens up the possibility for menu descriptions to identify to the customer when food products are local and as long as the source of supply is reliable,

there should be no reason why their interesting and tasty menu should not include descriptors related to the localness of the food. Usage of local products like meat and milk was already evident, as evidenced in the interviews, even though they were not often described as 'local' on the menu.

In the wider literature, customers have been identified as having a positive attitude towards local food in other hospitality settings (for example Aaltojarvi, Kontukoski and Hopia, 2018; Ballute and Berger, 2014; Sims, 2010) and there is also evidence to suggest, in this research, that coffee shop customers also have a positive attitude towards local food on the menu. It would, however, have to be sourced at a price that was acceptable to the owner/manager and therefore the customer.

It would be worth describing those items that are already on the menu, as local, as it may improve the coffee shops' competitive advantage because customers clearly do like to see local food on the menu despite what some of the owners/managers thought. Pointedly 69% of customers stated they would choose local food if it were described as such on the menu, with 50% indicating they would like to see more local food items on the menu in the coffee shop they were visiting.

Overall, local food on the menu was not deemed a significant reason for customers visiting the coffee shop, as found in the owner/manager interviews.

4.2.1.3 Customer reasons for coffee shop visitation

Despite the majority of customers stating that they would choose local food if it were described as such on the menu, the customer survey found that local food was not mentioned at all when customers were explaining their reasons for visiting the coffee shop. When 'food' was mentioned, it was in terms of it being 'good food' or because of a particular dish, such as 'Cajun Taco', or for a particular type of food, such as 'vegan', 'best cake' 'lovely food' or 'good eatery' (see Figure 4.3 below). Figure 4.4 identifies any mention of food consumed (a type or an actual food is highlighted).

The word 'local', as explained by the customer, was used in terms of the coffee shop being local to themselves, with 88% of customers also describing themselves as 'local' rather than a tourist. The customer survey results reinforced the findings of the coffee shop manager/owner interviews in as much as customers indicated that, despite stating that they would like to see more on the menu, they were not concerned about consuming local food when visiting coffee shops in Oswestry. Rather, they visit coffee shops in

Oswestry to meet up with friends and have a coffee. Food is of secondary importance and local food, although welcome when they find it described, is not a reason for visiting the coffee shop. They would, however, have a positive attitude towards the food if it were described as local on the menu.

Figure 4.3: Customer reasons for coffee shop visit – overall



Figure 4.4: Customer reasons for coffee shop visit – foods (highlighted)



The three most frequent words or phrases utilised by customers to describe their reason for visiting a coffee shop were 'friendly', 'coffee' and 'to meet friend(s)' (see Figure 4.5 below), indicating that food, local or otherwise, was not a consideration for the customer in their motivation for visiting the coffee shop.

Figure 4.5: Most common customer reasons for coffee shop visit

Friendly
Coffee
Meet-friend(s)

WordItOut

4.2.1.4: Menu item choice: local food?

The customer survey also sought to identify what food and drink the customer had actually consumed that day, with the results shown below in Figure 4.6. Menu items such as bacon, coleslaw and salad had previously been mentioned as being locally sourced by many of the coffee shops but most of the items depicted below are either drinks or were not mentioned as having a local source by the owner/manager (for example toasted-teacake, millionaire shortbread or chili-jacket-potato), whilst hot beverages – tea and coffee – were the main menu choices of the customer.

Figure 4.6: Food/drink consumed at the coffee shop.



The interviews sought to establish whether the coffee shop owner/manager was asked about local food origins by the customer and as previously noted, this was found to be a rare occurrence. Coffee shops B, C and F (respectively below) clearly stated that they were not asked, although customers were interested in other aspects, such as how dishes were made and the recipes themselves, which was noteworthy. The desire of customers to replicate the dishes they had enjoyed was evident however and a source of pride for the owners/managers themselves. Both Battam's, a local butcher and Snowdonia 'chesses' were mentioned as a local supplier here also:

...not really from the source of it more to do with erm how we've made it they are very interested in the actual recipe of it.

We don't really get many enquiries as to where we get the produce, but we do advertise it on the boards, like Battam's pies and Snowdonia cheeses.

Not often, no, sometimes, but the menu describes the food well, good detail for them anyway.

Coffee shop E, G, H and J (respectively) referred to customers asking about allergens instead (and not local food) and this seemed to be a source of much consternation for these four coffee shops:

...we do get a lot of allergy people...

No, never been asked. Get asked about allergies though (sighs)

Yes. Occasionally. I do get asked about allergens all the time (sighs)

No, they only ask about allergies (sigh)...

A pragmatic and interesting perspective was put forward by coffee shop I who felt that providing the customer with local food would be entwined with higher expectations from that customer. Essentially, they believed that by highlighting the use of local food they were setting themselves up to fail as they felt local food was not their unique selling point:

...you can build yourself up can't you and then people have much higher expectations, do you know what I mean and then if it's not what they think it's going to be...it's know your market...unique selling point as it's called in the trade

The latter part of the interviews sought to reveal whether the owners/managers thought there were any benefits to having local food on the menu. The results, though limited, suggested that they were not aware of any benefits.

Nevertheless, coffee shop D, a chef who made Welsh beef lasagne for his menu, framed his response within a health construct; local food must, in his view, be additive and preservative free, as he explains:

I'm dead against additives and preservatives and I'm a firm believer that the more they put into it that is not natural, the worse it is for you...

Coffee shop F similarly responded, making reference to any health concerns the customer may have.

...maybe it's considered healthier by the customer, I don't know really

Coffee shop J believed that local food may be attractive to customers:

Maybe it attracts customers, err...if they trust your meals, it's important to quite a lot of people these days.

As discussed in Chapter Two, local food is considered attractive to customers for a variety of reasons including health, quality, freshness, taste and concern for the environment (see for example Bimbo et al., 2021 and Sadler, Clark and Gilliland, 2013).

The interviews ended with interview respondents being asked to point to items on their menus again that were local:

Coffee shop A identified:

all of the fruit and veg [and the] gyoza dumplings

Coffee shop B identified the breakfast items (see menu B in Appendix 7) and vegetables as being local:

Erm, quite frankly a lot of the breakfast stuff in the morning because obviously we use the local butcher erm anything with vegetables in it...I don't think there is a dish, as such that is more local than others because like I say we've gone and fetched a load of stuff, it may be from the local supermarket and it could have come from Czechoslovakia as far as I know erm so it's not overly local in that sense.

The reference to 'Czechoslovakia' was interesting; the respondent was clearly acknowledging that although the produce was obtained from a local supermarket, which had previously been framed as local, she now recognised that the products from that supermarket may not in fact be local. That is, produce might have travelled a long distance, an inference to geographical distance and food miles.

Coffee shop C collectively identified the quiches, the meat from Battam's butchers, the Snowdonia cheese and the eggs from a local farm as local products, and also mentioned home-made cakes, as below. It was interesting to note also that this respondent also used the terms 'locally sourced' and 'home-made' in relation to several other items on the menu.

We try to do a lot of things like home-made quiches. We name Battam's and Snowdonia cheese, we also use Treflach farm eggs as well, erm, which I think might be on the description in the window of what the café is and I guess we use home-made cakes

Coffee shop D mentioned the lasagne made with Harlech (68 miles from Oswestry) beef, the quiche and the paninis:

The lasagne and the quiche, is just from down the road, paninis are baked locally...

Coffee shop E, the freezer to table coffee shop could not point to anything local on the menu but earlier in the interview had talked about the salads, soup and the coleslaw being made on the premises with ingredients obtained from the local 'market man':

...salads are prepared fresh every day. I do make the coleslaw. I do make the soups and I get the ingredients from the market man on a Wednesday

Coffee shops F, G, H, I J did not wish to provide the menus or allow photographs to be taken of them. Nevertheless, the interviewer was able to discuss these menus briefly with the respondents. Consequently, coffee shop F mentioned:

The fava beans, the salads, the veg, the quiche has free range local eggs in it whilst coffee shop J mentioned:

Welsh bacon, Radford's, Radford's` ham, sausage rolls too, free range eggs and milk.

A summary of the emergent themes from this section of the analysis - 'local food on the menu?' now follows:

4.2.1.5 Summary of emergent theme - local food on the menu?

Overall, then, the research found that factors influencing the presence of local food on the menu included those related to concerns around the higher price of 'local' food items and, therefore, potentially lower profit margins; the need to remain price competitive, as well as concerns around a reliable and consistent supply of food. There was clearly implicit or discreet use of local food by owners/managers, yet there was poor promotion of those local foods by them on the menu. There was evidence of some explicit use, but this was limited (see Appendix 7 menus). At the same time, some respondents evidently aspired to use local food, but again cost was mentioned as a barrier, for example, locally produced Jamie Ward sausages are more expensive than non-local sausage brands. There was concern about not raising the expectation of customers and the phrase '*it is Oswestry*' indicated that respondents did not think it appropriate to offer more expensive local products in a town where they perceived the customer to be price sensitive. Furthermore, owners/managers were of the opinion that customers often expressed an interest in a tasty and interesting menu, rather than one which contained local food. Ethical issues and health concerns around food were also significant and interestingly the interviews proved thought-provoking for several of the owners/managers who expressed the intention to change their menu to reflect their current implicit use of local foods on the menu, to indicate explicit usage instead.

Figure 4.7 and Table 4.3 below respectively summarise the emergent themes for the section 'local food on the menu?' and highlight some of the most relevant responses that support the identified themes.

Figure 4.7: Emergent themes: local food on the menu?



Table 4.3: Summary of emergent themes (local food on the menu?)

Emergent themes	Perspective	Example (quotation)	Coffee shop
Higher price; profit margins; price competitiveness	Owner/ manager perspective	<i>...100% yes which is why it limits the scale and we can make the business successful in a sense because it's more expensive it isn't enough margins in it...</i>	A
		<i>Yes, definitely it does yes. Do you know the price of local cheese if you buy it direct, it's twice the price of going to Sainsbury's and you can get the same cheese there cheaper...</i>	F
		<i>Probably costs more if you grow them in this country...</i>	H
		<i>It is important if the prices are you know... good..</i>	I
		<i>Yes definitely which is why we don't use a lot of it, we just focus on what is important and what we can get...</i>	J
Reliable and consistent supply	Owner/ manager perspective	<i>I would worry about being supplied too. I need a reliable supply at least I know</i>	G

		<p><i>Sainsbury's and Iceland always have what I need.</i></p> <p><i>...supply, they have to be able to supply yes sometimes there is a supply and demand...you've got to be consistent haven't you.</i></p>	I
<p>Implicit use of local food by owners/managers; poor promotion of local foods; discreet use of local foods (as described on the menu)</p>	<p>Owner/manager perspective/ customer dimension</p>	<p><i>...try not to sort of shout about it too much I guess.</i></p> <p><i>..over the moon about it...</i></p> <p><i>...it's good to say it's local though we are really rubbish at promoting what we do</i></p> <p><i>we just don't describe it as such on the menu. I suppose we could do</i></p>	A A B F
<p>Explicit use</p>	<p>Owner/manager perspective</p>	<p><i>...we do advertise it on the boards, like Battam's pies and Snowdonia cheeses.</i></p> <p><i>We name Battam's and Snowdonia cheese, we also use Treflach farm eggs as well, erm, which I think might be on the description in the window of what the café is and I guess we use home-made cakes...</i></p> <p><i>...the menu describes the food well, good detail for them anyway.</i></p>	C C F
<p>Aspirational use of local foods</p>	<p>Owner/manager perspective</p>	<p>Jamie Ward sausages; Clun Valley bacon</p>	I
<p>Raising expectation of customers</p>	<p>Owner/manager perspective</p>	<p><i>...you can build yourself up can't you and then people have much higher expectations, do you know what I mean and then if it's not what they think it's going to be..</i></p>	I
<p>It is Oswestry</p>	<p>Owner/manager perspective</p>	<p><i>...then again it is Oswestry</i></p> <p><i>...and this is Oswestry not London</i></p>	F G
<p>Tasty/interesting menu</p>	<p>Owner/manager perspective/ Customer dimension</p>	<p><i>One thing they do like though is local, British meat, I know that, and I think that's sometimes why they come, they ...trust us, and it does taste better, I think anyway.</i></p> <p><i>...healthy interesting food not because it might be local</i></p> <p><i>...they like the variety on the menu, it's a nice healthy menu and the food is freshly prepared, no frozen stuff here.</i></p>	J F J
<p>Ethical issues/ health</p>	<p>Owner/manager perspective/ Customer dimension</p>	<p><i>...but I think people appreciate that if there's going to be meat on the menu it's not just from some factory farm and so for me personally I am a meat-eater but I do care about the welfare of the animals. people are starting to think about what they eat a little bit more, err, more than they did</i></p>	A

		<p><i>probably 10 years ago when the fast food industry went boom...</i></p> <p><i>...it's important to use ingredients that we can trust and I think that British meat is the best, you know where it comes from, no hormones like they use in Brazil and America</i></p> <p><i>I'm dead against additives and preservatives and I'm a firm believer that the more they put into it that is not natural, the worse it is for you...</i></p> <p><i>...maybe it's considered healthier by the customer, I don't know really...</i></p> <p><i>...healthy interesting food not because it might be local...</i></p>	<p>D</p> <p>J</p> <p>D</p> <p>F</p>
Thought provoking/change	Owner/manager perspective	<i>Yes, I think so, we should maybe describe it better I think, might do after this chat.</i>	F

4.2.2: Sourcing of 'local' food items for the menu.

Once the owners/managers had been asked to identify local food items on their menu, they were then asked about the sourcing of these 'local' food products. This section, therefore, discusses suppliers, products, and locations from the owner/manager perspective under two headings: (i) suppliers, products and locations; and (ii) the owner/manager perspective.

4.2.2.1 Suppliers, products, and locations

The interviewees were asked to identify their local food suppliers by name and geographical location. Their distance from Oswestry was then calculated by the researcher and this was plotted onto a map (using Google maps to show the geographical location of those food suppliers). Geographical distance and food miles definitions are the dominant definitional stance adopted in the literature (see for example, Allen, 2010; Hinrichs, 2003; Martinez et al., 2010; Morgan, 2010; Pearson et al., 2011). (See Figures 4.8, 4.9, 4.10, 4.11 and Table 4.4 below).

A consideration of geographical distance and food miles from the perspective of the owner/manager now follows. In particular it seeks to identify if a positive relationship exists between key points in the literature and the reality of what the coffee shops in this research do, in practice. It begins with identification of the owners/managers' use of

suppliers and the location thereof, together with what kinds of products were obtained from these suppliers.

The word cloud in Figure 4.8 below represents all the suppliers, products and locations mentioned by the respondents. Figure 4.9 then illustrates the three most often mentioned words, which were 'supermarket' (see Appendix 9), 'local-supplier' and 'Sainsbury's', all equally mentioned. It is important to note that Figure 4.8 does not include the aspirational products and suppliers that the interviewees may have mentioned.

Figure 4.8: All suppliers, products and locations mentioned.



Figure 4.9: Suppliers, products and locations mentioned 3 times or more.

supermarket
local-supplier
Sainsbury's

Wendell's Out

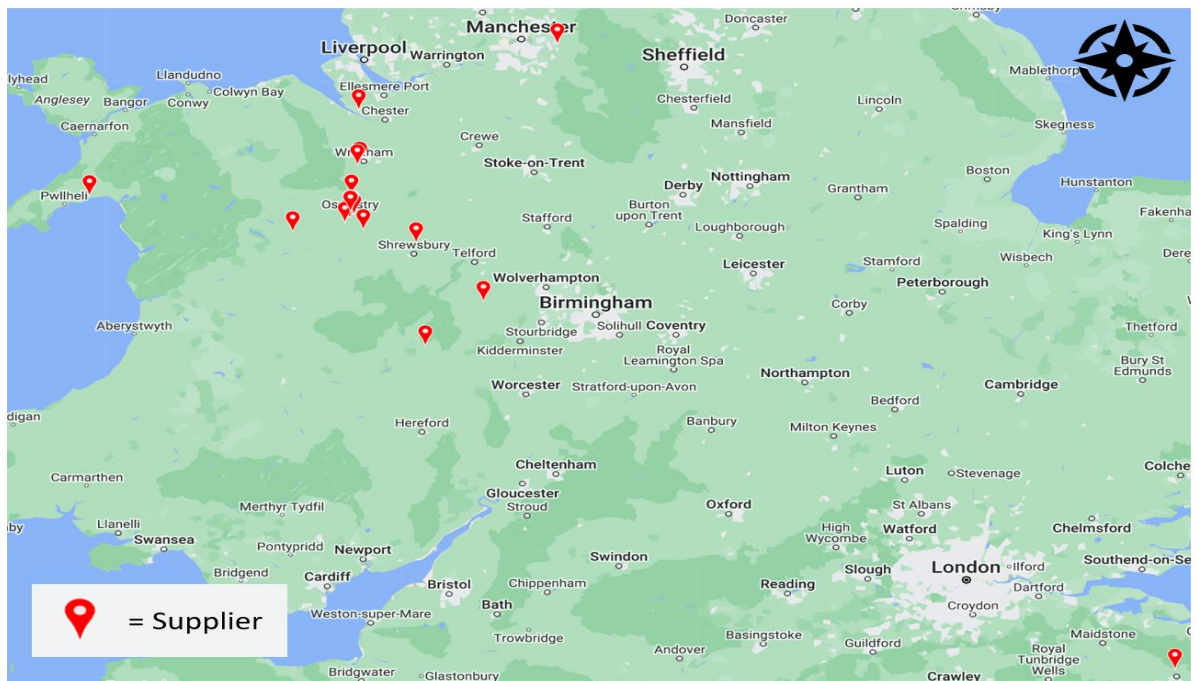
The coded information is now used to discuss and analyse this sourcing of 'local' food. Table 4.4 below lists all the suppliers mentioned, their geographical location and the distance from Oswestry town centre.

Table 4.4: List of all stated suppliers of 'local' food:

Supplier	Location	Miles from Oswestry
Aldi (Town centre one)	Oswestry	0
Avondale Produce	Morda	2
Battam`s Butchers	Oswestry	0
Bikold FoodService	Ludlow	46
Booker	Wrexham	16
Caroline`s Bakery	Oswestry	0
Edwards Dairy	Chirk	6
Enterprise Fruit and Vegetables	Knockin	5
Harlech Foods	Criccieth	68
Hartshorns Dairy	Oswestry	0
Iceland	Oswestry	0
La Boulangerie, Brakes Foods	Ashford	243
'Linda', Indoor Market	Oswestry	0
Little Food Company	Oswestry	0
Mark at Bridgenorth	Bridgenorth	38
Marks and Spencer	Oswestry	0
Old Morrisons (now moved out of town)	Oswestry	0
H. N Nuttall`s Food Service	Hyde	72
Radford`s Butchers	Oswestry	0
Roberts Country Fayre	Wrexham	16
Rowland and Co Ltd.	Shrewsbury	19
Sainsburys	Oswestry	0
Smith`s Bakery	Oswestry	0
Tomlinson`s Dairy	Llanfyllin	14
Treflach Farm	Treflach	4
Covent Garden Fruit Ltd.)	Oswestry	0
Woodward Food Service	Deeside	32

The majority of suppliers were located in Oswestry (14), with 7 being under 30 miles away. A further 3 were between 30 and 50 miles away whilst 3 were located more than 50 miles from Oswestry. One of these, Brakes, was located 243 miles away in Kent, although the company has distribution centres around the UK. A map of the locations of each supplier is provided below in Figure 4.10.

Figure 4.10: Map of supplier locations



Source: Google Maps.

The interview findings in relation to sourcing of 'local' food items for the menu by the owners/managers are now discussed, followed by a summary of the emergent themes.

4.2.2.2 The owner/manager perspective

It is important to note that when the owners/managers were asked where they sourced their local food, they had already identified their 'local' food products on their menu. Hence, discussion was very much about 'local' food sourcing, rather than the sourcing of food in general.

Coffee shop A revealed:

As a business we try and source everything as local as possible. If it's not produced locally we try and use a local supplier. The whole idea is that we work with small independent companies.

He named Mo Battam`s, a popular local high street butcher in Oswestry, and a local dairy (Edward`s) based in Chirk, which is 6 miles from Oswestry:

Everything is basically sourced locally. Battam`s, Edwards Dairy. Does Ludlow count as local? We get our coffee from there. The hot chocolate comes from Whitchurch.

The statement that *'everything is basically sourced locally'* is interesting as this concept is debateable given that Ludlow is 46 miles from Oswestry. The hot chocolate mentioned was from Whitchurch (21 miles from Oswestry) and, as a product, the 'localness' is questionable not from a geographical distance perspective this time perhaps but from an ingredient perspective. Hot chocolate contains sugar, milk powder and cocoa; both cocoa and sugar are products originating overseas, though they may be processed in the UK. It may not however be questionable if framing local as a 'local supplier' or as 'locally sourced' as many of the coffee shops did. To reiterate, Watts, Ilbery and Maye (2005, p.27) suggest that 'alternative systems of food provision exist along a spectrum from weaker to stronger', this spectrum evident here (see Chapter Two).

The idea of local food being framed in terms of local supplier was further confirmed by coffee shop B who concurred with the idea of local supplier usage, yet importantly they did acknowledge that the food itself may not, in this construct, be 'local':

...rather than food items as such we have...all our suppliers are local suppliers.

This acknowledgment that the food items were not local is important and one which is explored in more depth in Section 4.2.3 below, which discusses and analyses how the owners/managers (and customers) defined the concept of 'local' food itself. However, the idea that the local supplier was, in a way, commensurate with the food being local, was very pertinent.

Coffee shop B went on to list their suppliers as:

Radford`s, local dairy, Hartshorns, Harlech food supplier and Nuttall`s quite often. ...we tend to supplement all the orders that come through by literally going round all the supermarkets because literally they've got better offers on than the suppliers...We find that the quality of the supermarket food can be better.

These suppliers, which were all considered to be 'local' by her, included Nuttall's Food Service located in Hyde, Cheshire (78 miles from Oswestry), Harlech foods in Criccieth (68 miles from Oswestry) and Radford's Butchers and Hartshorn's Dairy, both in Oswestry.

The supermarket was commonly considered to be a supplier of local food. Sainsbury's in the centre of town is no more than a 10-minute walk from any of the coffee shops in the study and featured heavily in the interviews. Aldi, Morrisons, Iceland and Marks and Spencer, again all in the centre of Oswestry were also mentioned throughout the research by the coffee shops as local food supply sources. These supermarkets and the word 'supermarket', featured heavily in the research findings, together with 'local-supplier' and 'Sainsbury's' as below in Figure 4.11.

Figure 4.11: Most frequently mentioned suppliers



Coffee shop C also had a similar view on the local supplier as part of their narrative but made an interesting comment on the cheese they used:

Yes, so we've got local Battam's butchers pies that we use and we get chicken and ham pasties, erm, and the ham obviously, anything with the hams from the butchers as well. What else!? We've got some Snowdonia Chesses in but that's a bit more Wales but that's local for cheese makers.

The use of Snowdonia Cheese, a brand of cheese produced in Rhyl which is 55 miles from Oswestry and not within the Snowdonia (now Eryri) National Park boundary, as its name would suggest, was fascinating. Local here was being framed as Snowdonia Cheese as the respondent could find no other cheese more 'local' than Snowdonia for a cheese product she liked and the reference to Snowdonia (Eryri) and the clear Welsh provenance it gave the product made the cheese attractive to her. That cheese was also delivered to the coffee shop, but she did not recall the company that delivered it but this element of convenience via delivery made it doubly attractive to her as a 'local' product.

When asked about her other sources of supply, she stated the following, all of which were within a 20-mile radius of Oswestry. As with other respondents, reference was also made to the supermarket:

...we get our milk delivered from Edward's dairy, which is in Chirk yes, we do have a few local! Vegetables, erm, sometimes we get them from Rowlands who used to be in Oswestry, but they merged with a company which is in Shrewsbury now and also sometimes supermarkets when we have run out of things.

The delivery of food products was a feature of many interviews and convenience was often stated as a leading factor in the sourcing of food products.

Coffee shop D also referred to locally sourced when asked if he had any local food items on the menu:

We don't have just local things but we do have locally sourced.

He continued with a detailed explanation (below) in which he identified a greengrocer, baker and butcher as local suppliers. This respondent expressed regret at not being able to use home-grown vegetables, by having an allotment. It was also interesting to note that leeks were described as Welsh in the interview and, hence, he considered them to be local. Leeks in fact do now have a Protected Geographical Indication (PGI) gained in 2021 and are only the third Welsh product to achieve this together with Gower Salt Marsh Lamb and Cambrian Mountains Lamb, so his connection of leeks to Wales seems logical. It must also be remembered that the leek is considered a national symbol of Wales, together with the Daffodil and the Welsh dragon, making the connection seem even more logical and justifiable:

The grocer we use is local, we use Welsh beef in our Lasagne so I've actually put on the menu that it's Welsh beef lasagne so it's Welsh black beef from Harlech. So, another one is Welsh leek, so we use people that supply bread from Northwich, we have a company in Wrexham (Roberts's) who supply to us. We have greengrocer, Alfie Roberts, Avondale Produce it is, he goes to market every day, I can't exactly get an allotment and supply all the veg, I would like to, that is our ethos.

The idea of Welsh beef lasagne was interesting as the beef came from Harlech food supplies, 68 miles from Oswestry. However, the respondent knew that the beef was local, to there, which was important to him. The clear provenance of Harlech beef to the area was therefore the guiding motivation for its use by this respondent. Furthermore, the

connections made here were also about the Harlech beef producer having the same 'ethos' as himself, as follows:

Our meat is from Harlech so it's Welsh beef that we use in the mince, err and any sort of beef that we have off them is local because they have that ethos we try and use them as much as possible.

Coffee shop E, the freezer to table coffee shop, referred to local food despite the majority of their food offering being frozen, heated and served and again, and reference to the market on Bailey Head was made:

I do make the soups and I get the ingredients from the market man on a Wednesday.

The 'market' and the 'market man' (which is actually several men) were often referred to by the owners/managers in this study. The market is a weekly Wednesday street market on Bailey Head and the street leading up to it in the centre of town and is a regular feature in Oswestry and was first recorded some 800 years ago. There are fruit and vegetable stalls both on the street and inside the covered market hall, the latter run by 'Linda'. Many of the coffee shops in this study made use of both, predominantly because of their proximity, as a convenient source of fruit and vegetables. The use of a local supplier such as this was often seen as a source of pride, the connection to Oswestry and to the suppliers, the 'market man' and 'Linda' being seen as important. However, little was known by the coffee shops about where the fruit and vegetables were grown originally. In this case, though, 'local' is framed in terms of proximity to themselves and as a person – 'Linda' and the 'market man'. This was an example of an emotional connection with suppliers (see Roos, Terrangni and Torjusen, 2007).

During the interviews, several of the interviewees began to consider their responses and to question their explanations of local food sourcing. This development in their thinking was an interesting facet of the interview process itself and it evolved significantly for some in terms of what they originally considered to be local. Moreover, they were also perhaps realising that 'local' was more important to them than they had initially realised.

Coffee shop F was very enthusiastic about sourcing locally, yet the reliance on Sainsbury's was also clear:

Yes, we have British fava beans on the menu and we get our veg and salad from the local market [Oswestry], it's just outside on a Wednesday and 'Linda' in the indoor market is there too on some days for veg if we need extra. There's always Sainsbury's too [laughs].

Again, 'Linda' featured in this interview with coffee shop F. 'Linda' is a local person who lives just outside Oswestry and is from the farming community. Hence, her provenance as a person rather than the provenance of her food is noteworthy here.

Coffee shop G thought, but was unsure, that the free-range eggs she utilised were from a local supplier. Again, the theme of using the local supplier was prevalent yet there was uncertainty with regards to the actual source of the food:

We use some local suppliers if that's what you mean, the eggs are from near here I think, and the cheese in the quiche, err but I couldn't tell you exactly where.

She went on to identify dependence on two supermarkets in the town but also named a local dairy, Edward's, which is in Chirk, 6 miles from Oswestry, and assumed that he sourced his milk and eggs locally but reiterated she was unsure, having never asked the question:

We get most of our food from the supermarkets around the corner, Sainsbury's and Iceland. The milk and the eggs are delivered by Edwards's dairy every day and that's local, I think. Well, he uses local.

Coffee shop H's response was also very interesting as it referred explicitly to a person rather than a product as 'local', before expanding upon this to identify the use of local eggs by the cakemaker:

Our cake maker is local but not sure where she gets her ingredients from. Oh, she does use free range local eggs though...

Coffee shop I was very concerned about being price competitive and this heavily influenced her buying behaviour; much of the interview with her revolved around this theme. She did, however, express regret at being unable to source from Jamie Ward, a well-known butchers' shop in Chirk (6 miles away), due to prohibitive costs. The same was true of Clun Valley Bacon, from Clun Valley Foods in Craven Arms, South Shropshire, 36 miles from Oswestry. This respondent was in fact very knowledgeable about local food products despite the apparent lack of usage. Instead, she relied on the cash and carry in Wrexham (15 miles) for sourcing of most food due to the competitive price the owner of the coffee shop wished to maintain. He went to Booker for her, once a week for the majority of the food products (and not herself as the manager):

We get our bread from Caroline's next door... most of the other stuff...comes from the cash and carry, and Sainsbury's. Booker in Wrexham... Sainsbury's... for fruit and veg and M&S for the milk ...the coffee beans come from Mark at

Bridgenorth, that`s local, never thought about that. We do try but it is difficult you know because our prices are quite low, so you know we have to be erm, price conscious. It would be lovely to put Jamie Ward`s sausages, Clun Valley Bacon, but it`s pricey and there are so many coffee shops and you have to be competitive.

The reference to Mark in Bridgnorth (38 miles from Oswestry), the coffee supplier was noteworthy as it appeared coffee was being considered as local. Again, however, it was Mark who was in fact being considered as 'local', similar to the 'cakemaker', the 'market man' and 'Linda', rather than the products they supplied, being considered local.

Coffee shop J again focused on local as the local supplier, but she mentioned local farmers, something no-one else had done. She assumed that the meat from Radford`s butchers in Oswestry was sourced locally when she said:

...we have Radford`s ham and bacon, they are a local supplier. I assume they get them from local farmers, not sure, never asked actually, they must do round here... I know it`s British, look it says so on the menu. The bread is local, from Smith`s bakery and I get the milk and eggs from a local supplier too, Hartshorns. The rest I get from Sainsbury`s which is just around that corner...

The comment about assuming the meat was from local farmers was significant but it was then adjusted because she had never established this, yet assumed it was 'at least' British, as she had indicated on the menu. This is an interesting point, as it said British on the menu, she had assumed the meat`s provenance, rather than knew it, which indicates that there is a necessary element of trust when it comes to local food understanding, interpretation and description thereof for the menu.

Again, in this interview Sainsbury`s was mentioned as being '*just around the corner*', a factor which made it attractive to most coffee shops in the study. Both 'Sainsburys' and 'supermarket' featured heavily in the word clouds because they were convenient to all of the coffee shops and were a reliable source of food products sold at a price the owners/managers were willing to pay.

4.2.2.3 Summary of emergent themes - sourcing of local food

Themes that emerged from the owner/manager interviews regarding the sourcing of 'local' food items are summarised in Figure 4.12 and Table 4.5 below. To the owners/managers their sources of 'local' food included: a person as local, for example the 'cakemaker', 'Linda', Mark-the coffee supplier and the 'market man'; as a supermarket; a food delivery company; a local supplier; a small independent company; a product; or as an aspirational product, see Table 4.5 for further details. The most prominent of these sources of 'local' foods (as shown in the word cloud above in Figure 4.11 above) indicated that 'local supplier'; 'supermarket' and 'Sainsburys' were the three most prominent sources of local food for the coffee shop owners/managers.

Figure 4.12: Sourcing of local food- owners/managers



Table 4.5: Summary of emergent themes (sourcing of local foods)

Emergent theme	Details	Constructs	Location
Local as a person	'Linda' (indoor market) 'Market man' (outdoor market) 'Cake maker' Mark (coffee)	Convenience; Personal-connection	Oswestry Oswestry 'Local' cakemaker Bridgnorth
Local as a supermarket	Named town centre supermarkets in Oswestry (Sainsburys, Aldi, Morrisons, Marks and Spencer and Iceland)	Convenience; Immediacy of supply; Walkable- 10 minutes maximum; Good price; Offers; Reliability; Food Quality.	Oswestry
Local as the farmer	Butchers: Mo Battam/ Radford's Harlech Foods	Meat- Provenance; British. Health; Quality; Provenance.	Oswestry Harlech(68 miles)
Local as the food delivery companies	Nuttall's Food Service Brakes Foods Harlech Foods Tomlinson's	Convenience; Reliability	Hyde (72miles) Kent (243 miles) Harlech (68 miles) Llanfyllin (14 miles)
Local as the 'Local' supplier	Supermarket; butchers; baker; fruit and vegetable markets; coffee supplier.	Proximity to oneself/the coffee shop. Quality	Oswestry; Ludlow/Bridgenorth
Local as the small independent company	Mo Battams Edwards Dairy Snowdonia cheese (company)	Support for local businesses Quality; Provenance	Oswestry Chirk (6 miles) Rhyl (55 miles) (but delivered via food delivery company).
Local as a product	Welsh leek Harlech beef	Provenance (PDO). Provenance; Welsh	Wales Harlech (68 miles)
Local as an aspirational product	Jamie Ward sausages Clun Valley Bacon	Quality; Reputation	Chirk (6 miles) Clun, Craven Arms (36 miles)

4.2.3 Definitions and concepts of 'local' food: owner/manager and customer

Both the customer survey and owner/manager interviews asked respondents to consider the meaning of the word 'local' in relation to food. The results are analysed and discussed in detail below. Owners/managers were asked specifically 'Can you tell me what local food means to you' whilst, in the survey, customers were asked to choose 3 words to describe what they thought 'local' food was. The discussion and analysis begins with the owner/manager perspective.

4.2.3.1 The owner/manager perspective

During the interviews, several clear themes emerged (as summarised in Table 4.6 below). A prompt regarding geographical distance was given only if respondents hesitated to answer, as a way of initiating the conversation. It should be noted that responses were, however, very much entangled with identification of suppliers as well as locations when discussing the concept of what 'local' food was, again demonstrating the ambiguous nature of the meaning of local food.

When describing what he thought 'local' food might be, coffee shop A lamented the fact that Oswestry was a little behind other locations such as Ludlow with regards to the availability of local produce. He mentioned Shropshire as being his understanding of what local food might be, a clear geographical distance association:

I guess when I say local I do mean Shropshire....in some ways that is the limitations of our business, the local food...a local bakery would improve us, erm, it`s just frustrating...I`m trying to convince...there`s a really good baker in Shrewsbury and she`s on the verge of being able to do it, deliver, which would be great and could set up a shop here and have collaboration. Yes, I think as far as local produce goes, we are behind really.

He went on to reveal that he thought that both Liverpool and Manchester were local to Oswestry because, although he had tried to source some products more locally, he was not always successful. Hence, he stretched the meaning of local to include these 'local' cities. Again, this represented the idea of a substitution and a stretching of meaning not of a product this time, as in Snowdonia Cheese, but of locations. If Oswestry could not provide what he wanted, then Liverpool or Manchester would effectively do instead as substitute 'local' places of supply:

We try but we use products from Manchester and Liverpool area because they are still local and the closest cities.

Coffee shop B's response was more straightforward, defining local as geographical distance and framing it within the notion of '*little hamlets*' and the '*farming community*' (see below). Similarly, geographical distance and food miles represent the main definitional stance taken in the literature, see Allen (2010); Amilien (2005); Amilien, Torjusen Vittersø (2005); Campbell and DiPietro (2014); Eriksen (2013); Granvik et al., (2017); Hinrichs (2003); Katchova and Woods (2011); Kremer and DeLiberty (2011); Loconto et al., (2018); Martinez et al., (2010) and Morgan (2010) and also Table 2.5 above. All these commentators frame 'local food' as place, with the concepts of distance, radius, proximity as well as cognitive distance being prevalent. This definition was, however, uncommon in the interviews. Shropshire was felt to be the most relevant geographical boundary for the sourcing of local food even though respondents did not often adhere to this geographical boundary themselves.

However, if we take Pearson et al's., (2011) broad definition of geographical radius to include even a whole country, it could be argued that the owners/managers were in fact sourcing locally in these definitional terms. 'The most commonly used approach defines local food on the basis of the distance that the food travels from production to consumption. Within the UK, definitions using this geographical proximity approach range from distances of 30 miles...within a county...within a sub-region... or even a whole country' (Pearson et al., 2011, p. 887-888). This definition is, however, unusual and most definitions in the literature do not stretch the meaning of local food to include an entire country.

Coffee shop B explained:

...because it's a farming community I tend to go with the farming and the farming shops and the produce around the immediate area erm so for me personally around Oswestry and the immediate little hamlets and towns around this area and if it starts coming from, possibly Wrexham I would say is OK but when it starts coming from the other side of Telford and edging towards Birmingham it's not local in my opinion then so erm, probably within 10-15 mile radius and along those lines'

She went on to say that much of the fruit and vegetable produce they use is in fact local, not because they purchase it themselves but because their customers give it to them

when they have a surplus. So, the deliberate purchase of food was supplemented by their local customer base who, being in a rural area, tend to have larger gardens with fruit trees and vegetable patches and an excess of produce. This was an interesting development and a unique finding which demonstrated that these products were in fact 'local':

What we also have is people in this area who have mini orchards and they have produce they like to basically grow and they have nothing to do with it so we get inundated with veg, we get inundated with fruit particularly.

Coffee shop B also referred to the sense of community that they had built up with their regular customers who clearly liked the fact they made homemade food. If they, as customers, supplied the coffee shop with their surplus fruit and vegetables, they and other customers would then be able to enjoy the dishes prepared by the chef there. This is clearly a novel approach adopted by a community who do not wish to waste their surplus home-grown produce; rather, they had identified a friendly coffee shop owner who was a good chef and who would make good use of their excess produce.

Because people feel like they are supporting us and they are happy that what they have grown is going to go into home-made food and they give it to us to use, now I've offered cake in exchange, a meal, payment but they don't want it, it's like we've built like a bit of a community in a way.

Coffee shop C answered the question indirectly, referring again to a supplier rather than explaining what local food meant to her:

...we do use a few catering suppliers as well so the one we use is Bikold, they are based somewhere up in Wales [they are based in Ludlow, south Shropshire, a distance of 46 miles].

When prompted on the distance local food should have travelled to reach her, Shropshire (a commonly held opinion in the literature, by owners/managers and by the customers in this research) was her response when she stated:

...maybe county distance...

Coffee shop D felt that the meaning of 'local' food was twofold. First, it was framed within economic terms as anything that contributes to the local economy (the first time this had been mentioned) and second, it was defined by radius to Oswestry, an unprompted response in this case, with 50 miles considered a reasonable distance. This respondent

also made some interesting points about the produce being grown outdoors, in Spain, a reference to carbon footprint and food miles though he did not use these specific terms:

Erm, anything that can put something back into the economy erm, around I would say roughly 50-mile radius erm so in this industry it is difficult because everything is, although ...we get our tomatoes for example from Avondale produce who lives in Morda, he will source them from Spain, so you know it`s not like someone has grown them in a greenhouse, We are giving him, erm, he is making a living out of doing, providing something for the local businesses, the local supplier. We use Harlech, probably slightly more than 50 miles but it`s the only company we have found that will use, erm, as I say, erm black beef or things like that, so we try.

Coffee shop E succinctly stating that the term local food meant:

...using local suppliers... with local food using like local farms and local produce.

Although a short explanation, this encompassed three elements: again, the idea of local suppliers, yet acknowledging that this meant local farms and local produce. This level of understanding was unusual in the research as most stopped at the local supplier construct of local and did not acknowledge the actual original source of the produce.

Significantly, coffee shop F concurred with coffee shop E with her first (unprompted) thoughts being based upon radius, then local farmers and then supporting the local economy. These, again, represented quite comprehensive thoughts on what constituted local food and although she admitted to not using the local sheep and cattle, she was aware they existed as local produce and her understanding was detailed, and her response represented one of the most comprehensive responses to this question:

It means sourcing your food locally, from within a certain distance, probably about 50 miles or so or it could be from Shropshire, as that is where we are or Wales as we are close to the border.

You could also say from the local farmers, there`s sheep and cattle farms locally, a lot of them, not that we use them.

You could think of it as, I suppose, supporting the local economy, local producers. Local farmers. Local bakeries. There is a local bakery in town.

Coffee shop G, as many other respondents, referred to the local supplier but began to think more closely about that, again an interesting outcome of this research being one of provoking more thought in terms of what local food meant:

It's sourcing in locally using local suppliers I suppose, like Sainsbury's but I suppose they don't get their food locally do they?

Responding to a request to explain further what she understood to be an acceptable geographical distance, she identified Shropshire and Wales as possible areas for the procurement of that food:

I would say maybe from Shropshire or Wales as we are so near...

Coffee shop I, the coffee shop who had mentioned the local cake maker, expanded upon that theme in detail when she said:

Local means.... local, use of local products like free range local eggs. [Prompt: do you have distance in mind maybe?] Yes maybe 30 or 40 miles or maybe within Shropshire. We are a very agricultural county you see. We do try and source locally, the lady who makes our cakes is local, does that count? I suppose that depends on where she gets her ingredients from...I don't know if you can source everything locally. I bet she probably goes to Sainsbury's...I'll have to ask her next time I see her. I would be quite interested actually, never really thought of that before, just thought of her as a local supplier...but that's maybe not the point is it when thinking about local food.

She clearly considered further where the ingredients for the cakes originated and the likelihood is, of course, Sainsbury's or another supermarket, yet many of those ingredients, such as lemons in a lemon cake, do not originate in the UK. Sims (2009) suggests that sourcing of local ingredients represents the strongest definition of 'local' along the spectrum proposed by Watts, Ilbery and Maye (2005).

Figure 4.13 below shows all responses to the question which asked owners/managers to define 'local' food.

Figure 4.13: Local food meaning to owners/managers (all responses)



The following words or phrases shown in Figure 4.14 below, were mentioned at least twice by the owners/managers:

Figure 4.14: Local food meaning to owners/managers (frequency of 2)



Shropshire as a county was the most frequently mentioned word. A geo-political boundary representing local food as for example Allen (2010); Amilien, Torjusen Vittersø (2005); Campbell and DiPietro (2014); Eriksen (2013); Katchova and Woods (2011); Martinez et al., (2010) Morgan (2010) and Pearson et al., (2011) also identify. This is a common definitional stance in the literature, though even here interpretations vary considerably, as explored in Chapter Two, the literature review. Similarly, to the findings here, Sims (2009, p.331) found that when interviewing food producers, café and restaurant owners some ‘...favoured a geographical definition where “local” referred to products from within a defined area. There was however considerable disagreement over the extent of this area’. She found that some felt that Cumbria [where they were located] should be the geopolitical boundary, whereas others favoured the whole of the Northwest of England.

4.2.3.2 The customer dimension

The customer survey similarly asked customers to define local food, but in just 3 words. The results are shown below in Figure 4.15.

Figure 4.15: Customer: meaning of local food (frequency of 1)



The following words, shown in Figure 4.16 were mentioned at least twice by customers:

Figure 4.16: Customer: meaning of local food (frequency of 2)



The following words below in Figure 4.17 mentioned at least 4 times by customers:

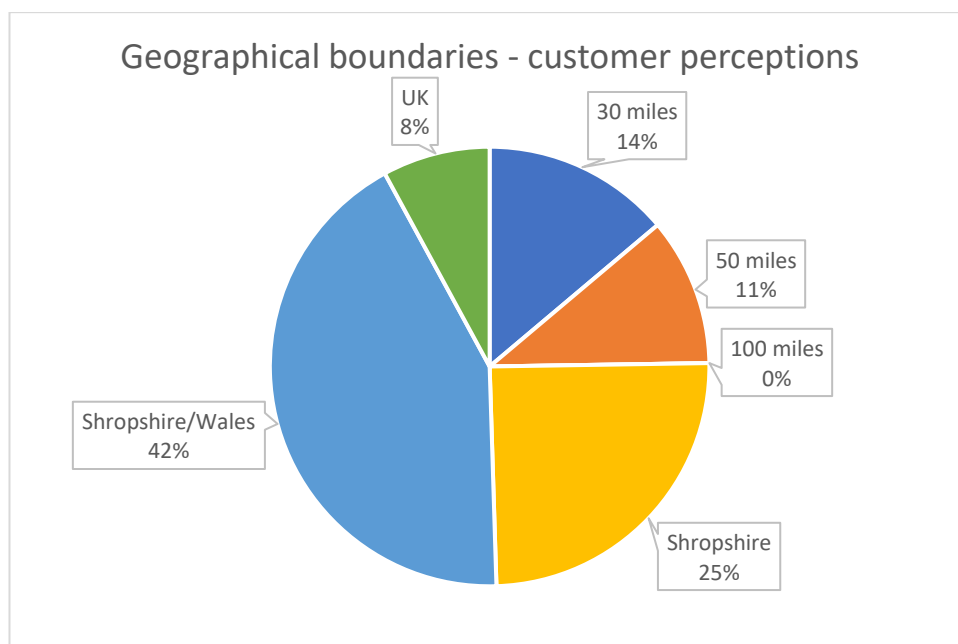
Figure 4.17: Customer: meaning of local food (frequency of 4)



The words in Figure 4.17 above were mentioned at least 4 times in the customer survey in a total of 263 responses from 91 questionnaires. When describing what they thought 'local' food was; *fresh, local, healthy, tasty, produced-locally, ethical, organic, sustainable and food miles* were the nine most common descriptors. As such, local food was being defined in the survey according to its *characteristics*, including fresh, healthy, tasty, ethical, organic and sustainable. Such descriptions by consumers are prevalent in the literature (see, for example, Bimbo et al., 2021; Renting, Marsden and Banks, 2003). The terms 'local' and 'produced locally' were two other prominent words or phrases utilised to describe what customers thought local food was, indicating that customers were unsure how to describe local food. Instead, a tautological approach using the same words to describe the concept of local was used; in other words, local *is* local or food that is produced locally. This was not a very constructive explanation, yet it was a common one amongst customers. The final way of describing local food was in terms of food miles, a prevalent definitional stance (see Chapter Two).

The customer findings are below (see Figure 4.18) and demonstrate that customers in the survey, when given a choice between distance and geo-political boundaries were most likely to choose the geo-political boundaries of Shropshire *and* Wales (bordering Shropshire) as the distance they thought 'local' food should have travelled to the coffee shop.

Figure 4.18: Customer perceptions of local food -geographical boundaries



4.2.3.3 Summary of emergent themes-definitions and concepts of local food.

Themes that emerged from the owner/manager interviews and the customer survey questionnaire regarding definitions and concepts of 'local' food items are summarised in Figures 4.19 and 4.20 (respectively) and Tables 4.6 and 4.7 (respectively) below. It was found that owners/managers define 'local' food as: a geo-political boundary; distance/miles travelled; as a local supplier; and as a product, with tautological, support for the local economy and food characteristics mentioned but not significant in this study (shown in smaller circles in Figure 4.19). Whereas customers define 'local' food as: food characteristics; in a tautological manner; as distance travelled; as a geo-political boundary, with limited reference to a local supplier and support for the local economy (the latter two shown as small circles in Figure 4.20).

The similarities are clear, both sets of respondents indicating that geo-political boundaries, i.e., that of Shropshire and Wales and distance travelled describe the concept of 'local' food. The differences were marked with customers, as supported by the literature (see Chapter Two) defining local food via its characteristics, those of local food being fresh, healthy, tasty, ethical, organic and sustainable. Customers also responded in a tautological manner when asked to define local foods. Owners/managers however, defined 'local' food as not only a geo-political boundary and food miles travelled by the food but as the local supplier of food and that local food supplier was defined as 'local supplier'; local farms; local farmers and local supermarkets. They also identified products, like Shropshire blue cheese as 'local' food.

Figure 4.19: The owner/manager perspective: emergent themes (definitions and concepts of local food):

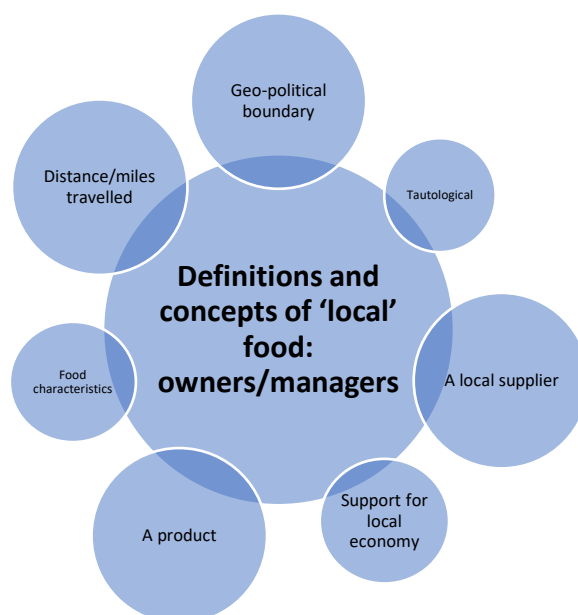


Table 4.6: Summary of dominant emergent themes (definitions and concepts of local food- owners/managers):

Dominant emergent themes: owners/managers	Most frequently mentioned:	Mentioned once:
Geo-political boundary	Shropshire Wales	North Wales; mid Wales; Manchester-Liverpool; around the area; food that is local to immediate little hamlets; around Oswestry; county distance; from the area.
Distance/miles travelled	50 miles	10-15 miles; 20 miles; 30-40 miles; 100 miles; within a certain distance
As a local supplier	Local supplier Local farms Local farmers	Local bakeries; catering suppliers; Avondale produce; Bikold Wales; Harlech [foods]; catering suppliers; lady who makes our cakes; local supplier like Sainsburys.
As a product	e.g., Shropshire-blue (a cheese)	Shropshire cheese; milk is local
Other themes: owners/managers		
Tautological	-	Sourcing local foods locally; use of local producers
Support for local economy	-	Supporting local economy; Economy
Food characteristics	-	Quality

Figure 4.20: The customer dimension: emergent themes (definitions and concepts of local food):

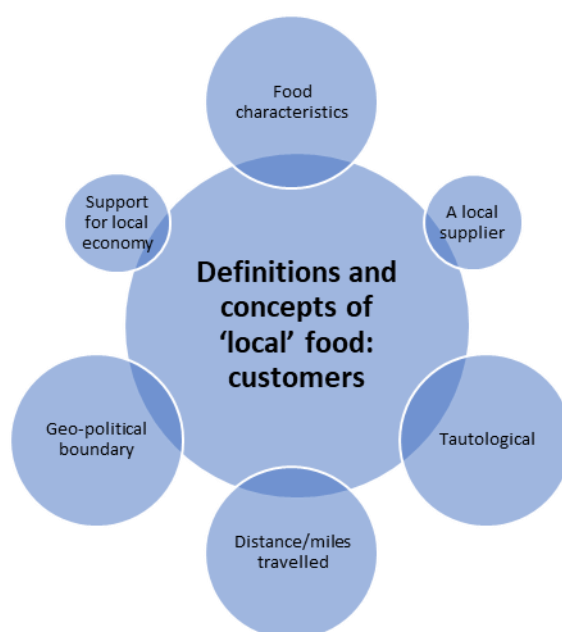


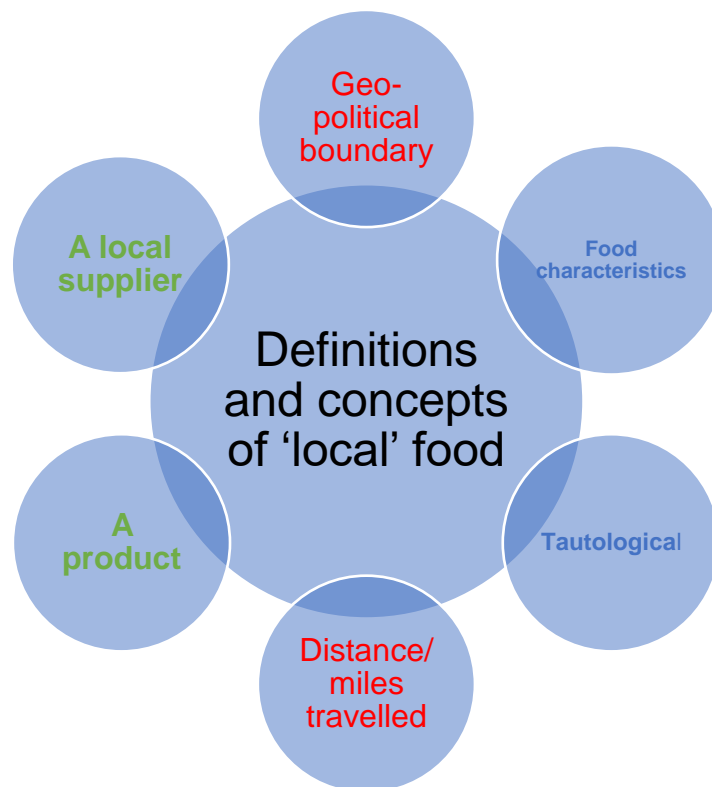
Table 4.7: Summary of dominant emergent themes (definitions and concepts of local food- customers):

Dominant emergent themes: customer	Most frequently mentioned:	Mentioned twice:
Food characteristics	Fresh; healthy(healthier); tasty; ethical; organic; sustainable	Homemade; free range; nutritional; better; expensive; economical; animal welfare (ethical)
Tautological	Local; produced-locally; grown-locally.	Locally produced; locally sourced
Geo-political	Shropshire/Wales	25% indicated Shropshire. 43% Shropshire/Wales
Distance/miles travelled	Food miles	Radius; homegrown; grown.
Geo-political boundary	Shropshire (25% of respondents) Shropshire and Wales (43% of respondents)	-
Other themes: customers		
Support for local economy	-	Support local economy; supportive; community;
As a local supplier	-	Farms

The results highlighted in red in Figure 4.21, below, represent the overall dominant emergent themes for both customer and owner/manager. It indicates that both the owners/managers and the customer define the concept of local food in terms of *distance travelled* (food miles) and *geo-political boundary*. Those in green represent the

owner/manager only findings with local food defined as a *local supplier* and a *product*. Those results highlighted in blue are for customer definitions of local food only, with *tautological* definitions and the use of food *characteristics* being prevalent amongst customers, with limited reference to these from owners/managers. (It must be noted however that the results regarding the geo-political boundary, for customers responses had been elicited via question 17 of the customer survey which indicated that 25% of customers thought local food should come from Shropshire, with 43% believing Shropshire and the Welsh borders instead would be appropriate).

Figure 4.21: Overall dominant emergent themes: Definitions and concepts of 'local' food



(Red= both owner/manager and customer; Green= largely owner/manager and Blue largely customer).

There now follows a summary of the findings section from the three perspectives, local food on the menu; the sourcing of local food; and definitions and concepts of local food.

4.3 Overall summary of emergent themes.

Local food on the menu: Overall, the research found that factors influencing the presence of local food on the menu included those related to concerns around (i) the perceived higher price of 'local' food items and, therefore, (ii) potentially lower profit margins; (iii) the need to remain price competitive (iv) concerns around a reliable and consistent supply of local food; (v) the implicit or discreet use of local food by owners/managers was evident, yet there was (vi) poor promotion of those local foods by them on the menu. There was some evidence of explicit use, but this was limited on the coffee shop menus. Some owners/managers however evidently (vii) aspired to use local food, but again cost was mentioned as a barrier. (viii) There was concern about not raising the expectation of customers and the phrase '*it is Oswestry*' indicated that respondents did not think it appropriate to offer more expensive local products in a town where they perceived the customer to be price sensitive. Furthermore, respondents were of the opinion that (ix) customers often expressed an interest in a tasty and interesting menu instead of one which contained local food. (x) Ethical issues and health concerns around food were also significant and (xi) the interviews proved thought-provoking for several of the owners/managers, who expressed the intention to change their menu.

The sourcing of local food: To the owners/managers their sources of 'local' food included: (i) a person as local; (ii) a local supermarket; (iii) a food delivery company; (iv) a local supplier; (v) a small independent company; (vi) a product; (vii) a farmer or (viii) as an aspirational product. The most prominent of these sources of 'local' food indicated that 'local supplier'; 'supermarket' and 'Sainsburys' (see Appendix 9) were the three most prominent.

Definitions and concepts of local food: Dominant themes to emerge from the owner/manager interviews and the customer survey regarding definitions and concepts of 'local' food were that owners/managers define 'local' food as: (i) a geo-political boundary, mainly Shropshire but also including Wales; (ii) distance/miles travelled, with a 50 mile radius being mentioned most, but miles ranged from 10-100 miles; (iii) as a local supplier; and as (iv) a product, whereas customers defined 'local' food as: (i) the food characteristics such as fresh and tasty; (ii) in a tautological manner; and as (iii) distance/miles travelled and as (iv) geo-political boundary. The owner/manager and the customer agreeing only on the distance/miles travelled and geo-political boundary (as explained above) constructs of 'local' food.

It would be useful to provide the owner/manager with some form of intervention in terms of what is widely considered to be 'local' food. These suggestions could be implemented

in their coffee shop and on the menu as evidence suggest the customer has a favourable attitude towards local food (see Chapter Two). An intervention is therefore shown as a best practice aide-memoire in Figure 5.3, section 5.4.1 of the conclusion and in Appendix 10. It is hoped that this can be developed further and that it will enable a more comprehensive understanding of local food; inspire further usage of local food, as well as encouraging local food being described as such on the menu, when it is in fact local, which was often the case.

CHAPTER FIVE: CONCLUSIONS AND FUTURE RESEARCH

5.1 Introduction

This final chapter summarises the main findings of the thesis and discusses the significance of the research. It proposes an intervention; a best practice aide-memoire, as an original contribution to knowledge and practice for use by independent coffee shop owners/managers. The purpose of which is to start conversations, to improve understanding of local food, encourage further provision of local food, as well as appropriate description of it, on the menu, for the customer. Finally, the limitations of this research and potential areas for future research are considered before I reflect briefly on the DBA journey.

Small and medium enterprises (SMEs), like those of the independent coffee shop represent the cornerstone of the hospitality industry and could operationalise sustainability practices, like the use of local food in their everyday workings, but only if they are interested, able and willing to do so. Given the global sustainability imperative it is important to influence these SMEs, particularly those individuals who source the food supplies for the menu. In this pursuit however there is clearly a disconnection in perspectives of 'local' food, which has been shown, with each perspective taking its own course towards an understanding of 'local' food. It is therefore acknowledged here that Allen and Hinrichs (2007, p.269) are correct in their assertion that 'the ambiguity about what local [food] means ...allows it to be anything and, at the margin, perhaps very little at all'. This is however unhelpful when working towards a more sustainable foodscape, and understanding the complex meanings of local food attached to acts of consumption (Winter, 2003) are necessary for the hospitality owner/manager of the independent coffee shop. To reiterate, if increased local food consumption is to be encouraged in order to contribute to the current sustainability imperative, it is important to consider how these owners/managers understand the term 'local' food and the extent to which they operationalise it in the everyday experience of the coffee shop, for their customer.

There is much evidence in support of promoting local food production and consumption, yet what appears to be logical and straightforward in principle is far more complex in real life settings like those of the independent coffee shop. Indeed, the challenge for coffee shop owners/managers is first being able to recognise the dominant definitions of the term 'local' food; second, being encouraged and enabled to source those 'local' food

items as part of their food provisioning process, and third, to describe these items as such on the menu, for their customer. A shift in attitude towards, and a better understanding of, the term local food is therefore needed to get food onto the plate of the customer, that has true 'local' credentials.

It is unsurprising that the literature offers no universally accepted, clear or consistent definition of the concept of 'local' food (Blake, Mellor and Crane, 2010; Eriksen, 2013; Feagan, 2007; Hinrichs, 2003; Martinez et al., 2010) as it is not only an ambiguous term but a concept that is very much influenced by the context in which it is defined. Nevertheless, there is no shortage of attempts to define it, with interpretations varying significantly from geographical distance/ geo-political boundary and food miles to defensive and reflexive localism definitions, as shown in Chapter Two. The reality for the small-scale hospitality provider – the owner/manager – in the coffee shop context is that their own interpretation of the meaning of 'local food' is contextual.

The literature focuses largely on the perspective of the customer and is contextualised that way and is therefore not especially convincing in the context of the coffee shop owner/manager. Instead, evidence here suggests there is a degree of reflexivity, hybridisation and stretching of meaning with regard to local food understanding by the owner/manager.

5.2 Thesis summary

Chapter One provides an introduction and broad overview of the thesis topic, approach taken, and justifies decisions made regarding the chosen direction. Chapter Two then introduces the dominant concepts associated with 'local food' in wider and specific academic discourse and begins to lay out the dimensions of the research. It demonstrates that there is a case for the significance of this study in furthering understanding of what is meant by the term 'local food' within the context of the independent coffee shop. Chapter Three considers the research design and methodology and provides a rationale for taking an interpretivist approach to this investigation to address the research questions and to meet the stated aim and objectives. Chapter Four presents the findings of the research and provides a general discussion with regard to the implications of the results with a focus on the main dimension of the owner/manager in the independent coffee shop setting whilst acknowledging the importance of the customer dimension.

This chapter now presents the conclusion of the study and evaluates its position in relation to the extant literature and how far it has been able to make a contribution to

knowledge in the field. It aims to add to the on-going debate through the formulation of an intervention: a best practice aide-memoire for the coffee shop owner/manager which it is hoped will be useful, achieving further use and description of local food on the menu and it is suggested, could be developed further in collaboration with coffee shop owners/managers in the future.

The key elements of the study are now discussed in turn beginning with a reiteration of the findings for 'local food on the menu'; 'sourcing of local food' and 'definitions and concepts of local food' before the most prominent themes, which have emerged from these elements, are discussed.

5.2.1 Local food on the menu.

Overall, from the owner/manager perspective the research found that factors limiting the presence of local food on the menu included those related to concerns around the higher price of 'local' food items and, therefore, potentially lower profit margins; the need to remain price competitive, as well as concerns around a reliable and consistent supply of food. There was clearly implicit or discreet use of local food by owners/managers, yet there was poor explicit description and therefore promotion of those local foods by them on the menu (see Appendix 7 menus). At the same time, some owners/managers evidently aspired to use local food, but again cost was mentioned as a barrier, for example, locally produced Jamie Ward sausages are more expensive than non-local sausage brands. There was concern about not raising the expectation of customers and the phrase '*it is Oswestry*' indicated that respondents did not think it appropriate to offer more expensive local products in a town where they perceived the customer to be price sensitive. Furthermore, respondents were of the opinion that customers often expressed an interest in a tasty and interesting menu, rather than one which contained local food. Ethical issues and health concerns around food were also significant and interestingly the interviews proved thought-provoking for several of the owners/managers, who expressed the intention to change their menu following the interview to reflect their current implicit use of local foods on the menu to indicate explicit usage instead. The key element, 'sourcing of local food' is now reiterated.

5.2.2 Sourcing of local food.

To the owners/managers their sources of 'local' food included: a person as local, for example the 'cakemaker', 'Linda', Mark-the coffee supplier and the 'market man'; as a supermarket; a food delivery company; a local supplier; a small independent company;

a product; or as an aspirational product. The most prominent of these sources of 'local' foods indicated that 'local supplier'; 'supermarket' and 'Sainsburys' were the three most prominent places owners/managers considered they could source 'local' food. This indicates that their perception of local food exists around the construct of the 'local supplier', though it is poorly defined by them, yet it permeates the whole findings from the owner/manager perspective. This clearly links to Allen and Hinrichs' (2007) idea that definitions are adopted in line with one's own context, interests, agendas and therefore indicates a reflexive approach.

Furthermore, the literature argues that their concept of local food, that of local supplier, is a weaker association with local, to use Watts, Ilbery and Maye's (2005, p.27) idea, where '...alternative systems of food provision exist along a spectrum' with Sims (2010) agreeing when she suggests that along that spectrum there are '...strong definitions of locality based upon the use of local ingredients, at one end, to weaker definitions of locality based upon manufacture of imported ingredients- or even the use of local supplier companies' (Sims, 2009, p 331). A weaker definition of sourcing of local food by the owner/manager is therefore found in this aspect of the research.

5.2.3 Definitions and concepts of local food

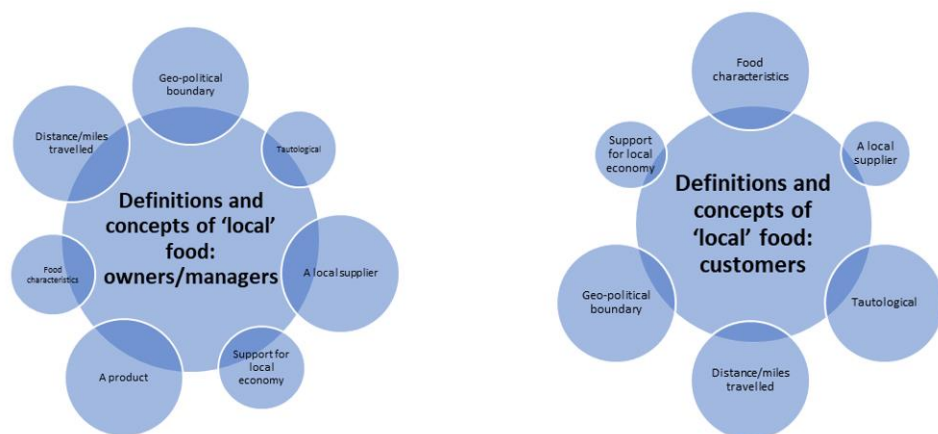
Themes that emerged from the owner/manager interviews and the customer survey regarding definitions and concepts of 'local' food items are reiterated in Figure 5.1 and Figure 5.2 below. It was found that the prominent owner/manager definitions are those of 'local' food being a geo-political boundary; distance/miles travelled; as a local supplier; and as a product, whereas prominent customer definitions of 'local' food are those of food characteristics; defined in a tautological manner; as distance travelled; and as a geo-political boundary.

For owners/managers (see Figure 5.1) their unique focus then was to define 'local' food as the local supplier of food; and as a product such as Shropshire blue cheese or 'Snowdonia cheeses'. As previously discussed, local food as 'local supplier' and as a product are not definitions found in the literature generally as research is based largely on the customer perspective, with the exception of a few sources, as explored in Chapter Two.

The differences were marked, with customers (see Figure 5.1 below), as supported by the literature (see Chapter Two) uniquely defining local food predominantly via its characteristics, those of local food being -fresh, healthy, tasty, ethical, organic and sustainable. Customers also responded in a tautological manner when asked to define local foods, rather than express a more specific articulation.

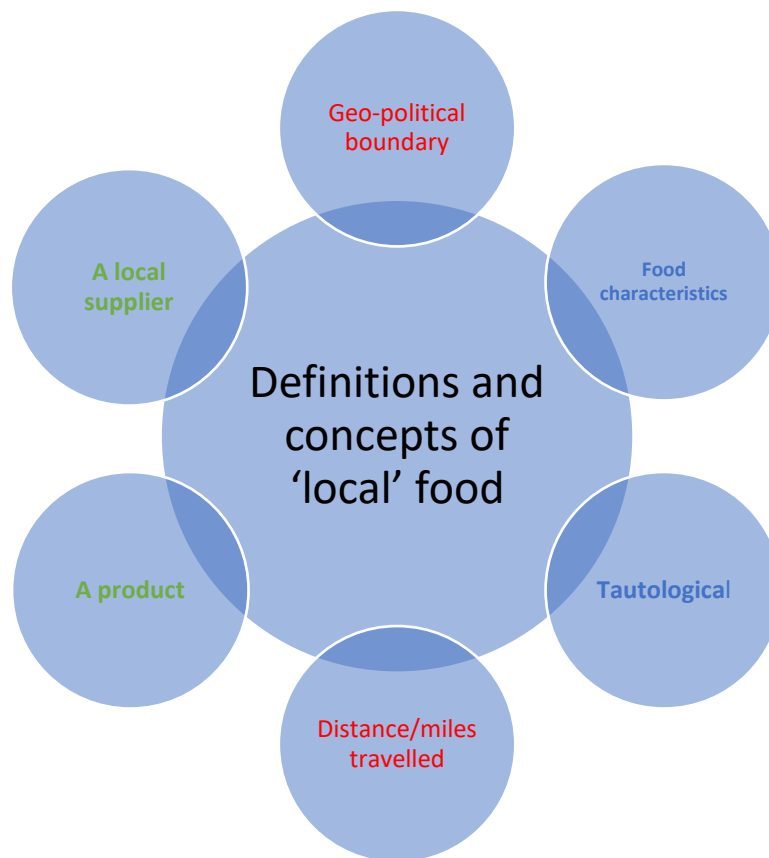
The smaller circles in Figure 5.1 depict constructs that were identified by some in the research but were not considered prominent definitional constructs due to the limited focus on them.

Figure 5.1: Owner/manager and customer findings (definitions and concepts):



In terms of agreement on the various constructs, both sets of respondents indicated that geo-political boundaries, i.e., that of county distance, Shropshire (and Wales here), and distance travelled described the concept of 'local' food. This links to what is put forward in the literature, that of geo-political boundaries and food miles being the most prominent definitions (see Chapter Two) and hence the proposed intervention of the best practice aide-memoire is based upon these two latter constructs. The dominant definition of 'local food' therefore lies undoubtedly in local food as *place*, particularly as geo-political boundary and as food miles travelled whether that is the customer or the owner/manager perspective. Where there is contrast it exists in the other constructs as explained above. See Figure 5.2, below, for the clear similarities and differences in definitions and concepts of local food, red indicating agreement; green largely owner/manager constructs; and blue largely customer constructs.

Figure 5.2: Overall dominant emergent themes: Definitions and concepts of 'local' food



(Red= both owner/manager and customer; Green=largely owner/manager only and Blue =largely customer only).

5.2.4 Contextualisation.

As this thesis clearly demonstrates, 'Local food means different things to different people in different contexts' (Eriksen, 2013, p. 49) and to suggest otherwise is quixotic (Watts, Ilbery and Maye 2006). Thirty years ago, Dahlberg (1993, p. 77), when discussing food systems, of which local food is a facet, proposed that the best way to understand and hopefully enable such a system was through 'contextual analysis'. Importantly, 'no matter what its scale, the outcomes produced by a food system are contextual: they depend on the actors and agendas that are empowered by the particular social relations in a given food system' (Born and Purcell, 2006, pp.195-196). It has been shown here that owners/managers adopt a range of definitions of local food which are of relevance to themselves, and it is this contextualisation which impacts decision making regarding which foods they include on their menu. If the consumer wishes to consume local food, which the evidence in both the extant literature and the customer survey findings of this

research suggests they do, an agreed definition of what constitutes local food is useful, though admittedly challenging with agreement existing only within the local food as place construct and specifically geo-political boundaries and food miles travelled.

5.2.5 Local food: a spectrum.

It has already been shown in this study that the owner/manager dips in and out of conventional and alternative forms of food provisioning, adopting a range of definitions of local food in accordance with their own context, interests, agendas and needs (see Allen and Hinrichs, 2007). The literature argues that their concept of local food, which has been shown to be uniquely the *local supplier*, is a weaker association with local, to use Watts, Ilbery and Maye`s (2005, p.27) idea, where ‘...alternative systems of food provision exist along a spectrum’. Sims (2010) also adopts this idea in her research and suggests that along that spectrum there are ‘...strong definitions of locality based upon the use of local ingredients, at one end, to weaker definitions of locality based upon manufacture of imported ingredients- or even the use of local supplier companies’ (Sims 2009, p 331). This latter comment about local being related to ‘*even the use of local supplier companies*’ is significant in this research as this was one of the main findings in the section on ‘sourcing of local food’. It was the local supplier, supermarkets and Sainsbury`s which were the three most mentioned sources of ‘local’ food by the owners/managers with the local supplier construct, a vague notion in itself, permeating the whole findings from the owner/manager perspective. This clearly links to Allen and Hinrichs’ (2007) idea that definitions are adopted in line with one`s own context, interests, agendas and needs, to reiterate the comments above in section 5.2.4.

Some authors discuss barriers to the successful implementation of a robust alternative food movement and local food supply chains therein (see Bessièrè, 1998; Holloway and Kneafsey, 2000; Penney and Prior, 2014; Pratt, 2007 and Sims, 2009). Such barriers include a lack of reliable and consistent local product availability; the limited availability of stock held by local producers who tend naturally to operate on a smaller scale; the increased and, importantly, highly variable cost of these local products, which should necessitate passing on the cost to the owner/manager and their customer, which in small scale operations, like the coffee shop, with static menus may not be possible; and inadequate distribution of these local products. These factors are also a feature of the owners/managers’ perspective in this research on local food with concerns over a reliable and consistent supply; as well as the cost of local foods; and the perceived price

sensitivity of customers, together with convenience factors, hence heavy supermarket usage, being important factors.

5.2.6 Local food as: reflexivity, hybridisation and stretching of meaning.

In a reflexive localism approach, there is no attempt to romanticise ideas about local food; rather, the focus is on creating small realities in which people can explore their own ways of understanding local food itself. Bellows and Hamm (2001, p.275) explain ‘...the realities of a “local” food system necessitates an integration of “local” and “non-local” and “conventional and sustainable” in local food systems’, which is a reflexive approach. This reflexive approach engenders a different conceptualisation of local and, therefore, in this reality opens up possibilities for a wider interpretation of the term local food for the owner/manager of the independent coffee shop, which is useful. It is this reflexivity, hybridisation, stretching of meaning (see Bellows and Hamm, 2001; Sims, 2010; Watts, Ilbery and Maye, 2005); or in-betweenness (Alonso and O`Neill, 2010) that is important. It is clear from the research that the coffee shop owner/manager is influenced mostly by the functional and pragmatic everyday matters of price, convenience and reliability of supply and they therefore take an approach which is largely reflexive as they dip into both global and local sources of food provisioning. Watts, Ilbery and Maye (2005, p.35) call this ‘hybridized’ and suggest that future research could consider in fact whether ‘...it may be necessary to begin thinking of alternative systems of food provision as being hybridized when considered at the level of the individual enterprise’, an important point and one which is particularly pertinent when considering the findings section of this thesis. In support of this Bellows and Hamm (2001, p.275) explain ‘...the realities of a “local” food system necessitates an integration of “local” and “non-local” and “conventional and sustainable” in local food systems’ with Sims (2010, p.111) recognising that ‘...this “stretching” of the definition can therefore result from the inter-relationships between consumers, producers and suppliers taking place within the food chain’. To reiterate, to explain how the hospitality coffee shop owner/manager operates in any other way, would be quixotic.

From this reflexive perspective, ‘...the emphasis is not on creating an ideal utopian “romantic” model of society and then working for society to meet that standard, but on articulating “open, continuous, reflexive” processes which bring together a broadly representative group of people to explore and discuss ways of changing their society’ (DuPuis and Goodman, 2005 p.361). Reflexive localism then, in local food movement terms can be considered to be ‘...movements and their conceptualizations, that works [sic] to get beyond the typical normative and potentially conservative/reactionary

localisms that have become de rigeur in local food activism and scholarly work' (Goodman and Goodman, 2009, p.1). They are, in other words, a response to the narrow belief that global is bad and local is good and exist in the wider foodscape that supports cooperation and collaboration (see Granvik et al., 2017) which should only be encouraged.

Essentially, then, in the reality of the independent coffee shop the *local supplier*, be it a dairy or a supermarket proximate to themselves becomes the source of local food for the business, with little regard for where the food was grown, reared, made, baked or caught. As Chicoine, Rodier and Durif (2022, p. 4759) explain '... "flexible localism" ...operates according to the ability to supply...the boundary recognizable as "local" is then extensible...', a pertinent point here.

5.2.7 Local food as place: the dominant paradigm

The link between food and place remains the dominant perspective and is the most easily recognisable construct by all. Yet, local here is not bounded by a strict geographical indicator, instead it too is contextualised and flexible as this research has shown. As Amilien, Torjusen and Vittersø (2005) explain:

'The concept of 'local food products' is obviously associated with 'locality' and place, but through different perspectives. In its broadest sense, a 'local' food product is a food that is typically linked to an identified location either through geography, know-how or tradition. On the other hand, local products can merely relate to closeness (meaning farm products from the local area), making the local aspect quite physical and concrete. On the other hand local products can relate to origin and cover different types of localised, or re-localised, food products that often add value through quality.'

Evidence in the review of the literature suggests, local food definitions do have a '...geographic connotation but there is no consensus on the definition' (Katchova and Woods 2011, p.28). The various nuances of geographic 'connotation' are clearly those of food miles, radius and geographical distance (Allen, 2010; Campbell and DiPietro, 2014; Feagan, 2007; Granvik et al., 2017; Kremer and DeLiberty, 2011); and geo-political boundaries like county and country (Haven-Tang and Jones, 2005; Pearson et al., 2011). In this research food miles (50 miles from source: the coffee shop) and geo-political boundary were found to be the most prevalent constructs of 'local' from both the owner/manager perspective and the customer perspective. The proposed best practice

aide-memoire is therefore based upon these two constructs, food miles, that of 50 miles from the coffee shops themselves; and geo-political boundary, that of county, here Shropshire and the Welsh borders and it aims to assist the owner/manager achieve further food items on the menu for the customer that are 'local', according to this construct.

5.3 A review of the research aim and objectives

To reiterate, the aim of this study was to explore and interpret the multiplicity of perspectives of the concept of 'local' food in the specific context of the independent coffee shop in the UK. To meet this aim, the objectives of the study were therefore as follows: to interrogate systematically the hospitality and wider literature to discover the many meanings of 'local' food; to explore what the independent coffee shop owner/manager and their customers perceive 'local' food to be; to analyse the findings of the research and explore the reality in the independent coffee shop setting; to contribute to the debate about what constitutes 'local' food in the unique setting of the independent coffee shop in the UK; and to devise an intervention for the coffee shop owner/manager to assist them in their interpretation of 'local' food meaning and to encourage further use and description of 'local' food on the menu.

It is important to acknowledge again, however, that many of the meanings and interpretations attached to 'local' food discussed in the literature are based largely upon research amongst consumers rather than owners/managers because, as already stated, there is a scarcity of research in the latter area. It is also important to recognise that themes surrounding the meaning of local food are often intertwined and overlapping.

5.4 Contribution to knowledge and practice

This thesis contributes to knowledge and practice by suggesting that it is important to understand how the owner/manager interprets the term 'local food' for their menu and therefore for their customers. Ultimately it is hoped that this research may be helpful in broadening understanding of the owner/manager perspective of local food, a much under-researched area of hospitality and in particular of the coffee shop setting. At the very least it highlights that there is a paucity of Hospitality research on the role the owner/manager plays in getting local food onto the plate of the consumer who clearly likes to see it on the menu. It therefore acknowledges that the gap in the literature needs

filling by further research and proposes a best practice aide-memoire for coffee shop owners/managers, as explained in section 5.4.1, below.

5.4.1 A best practice aide-memoire

Coffee shops are busy environments therefore the best practice aide-memoire, which was initially inspired by the idea of an intervention of some sort for coffee shop owners/managers, as well as the well-known toolkit approach, (see Haven-Tang and Jones, 2008, for an example of a toolkit) ultimately aims to encourage further sourcing, use, and description of local food on the menu. It is intended to be simple, concise, adaptable, and ultimately, useful to the coffee shop owner/manager. The best practice aide-memoire can be seen below in Figure 5.3 and in Appendix 10 and comprises six parts:

- 1.) The first part uses four definitions of 'local' food from the literature which best reflect the agreed definitions of 'local' food in this study to remind coffee shop owners/managers of the meaning of 'local' food, from this perspective of place.
- 2.) It then aims to encourage further usage of 'local' food, as defined by the literature and the findings of the research here, by providing practical guidance for the sourcing of 'local' food.
- 3.) It then reminds owners/managers of the potential benefits to them of local food usage which recognises the findings of the customer survey results in this study and the wider literature which suggests customers like to see 'local' food on the menu and they may pay more for that 'local' food (even in Oswestry).
- 4.) It then contains an audit form for completion by coffee shop owners/managers to enable them to assess their current sources of food supply and consider any alternative sources of food supply which may be more 'local', as defined in 1) and 2), above. The audit form is colour coded with the familiar colours of chopping boards used in the hospitality industry and asks the coffee shop owner/manager to audit cooked meat, raw meat, dairy, vegetables, salad, fruit, bread, cakes, fish, and any other foods they use. It


asks them to consider who their local supplier is; what distance that supplier is from their business and if there is a more 'local' supplier, before asking them to determine any price difference and if the food has 'local' provenance, via any product awards perhaps.

5.) The penultimate section has examples of four coffee shops in the UK who champion the use of local food on their menus via the use of food provenance stories. This is intended to highlight good practice in the description of local food and which the coffee shops in the research could easily adapt for their own menu as all, in the research, had some form of local food (as defined in 1 and 2 above) on the menu. They did not however champion it in an explicit way on the menu as the four examples given here do, in the form of those food provenance stories.

6.) The final section provides a list of local suppliers, many of whom supply 'local' food as defined in 1) and 2) above and are depicted with an asterix(*). Those who are local suppliers but who do not necessarily supply 'local' food are depicted by a hashtag (#). Some are both a local supplier and a supplier of 'local' food, hence #* is depicted. This list is correct at December 2023; suppliers are not endorsed by the author and the list is merely intended to highlight the wide range available locally.

Figure 5.3: A best practice aide-memoire

A best practice aide-memoire



1). What is 'local' food? Common geographical distance/ geo-political boundaries; food miles and proximity definitions from the literature on 'local' food:

'...the basic meaning of "local food" concerns both the production and consumption within a certain geographical area'
Granvik, Jooose and Hunt, (2017, p.1)

'local food in the United Kingdom, is generally defined by the county or region in which it is produced'
Haven-Tang and Jones, (2005, p.75)

'The most commonly used approach defines local food on the basis of the distance that the food travels from production to consumption. Within the UK, definitions using this geographical proximity approach range from distances of 30 miles...within a county...within a sub-region...' Pearson et al., (2011, p. 887-888)

'The word 'local', as an adjective, is used to describe something that is of a limited area, place [or space], or a shorter distance' Roos, Terragni and Torjusen, (2007, section 6).

1

2). Sourcing your local food





- 1

Source your local foods from within a 50-mile radius of Oswestry where possible.
- 2

Source your local foods from within Shropshire or the border with Wales where possible.
- 3

Use the names of local suppliers on your menu to inform customers when food is local.
- 4

Ensure your local supplier uses local ingredients- as defined in (1 and 2).
- 5

Describe any local food items you use- as local on the menu (e.g., your eggs, milk and meat).
- 6

Check food labelling to identify if products are local, as defined in (1 and 2).
- 7

Ask your suppliers where they source their food from, is it local, as defined in (1 and 2).
- 8

Use descriptors 'local', 'locally produced', 'locally sourced', 'fresh', 'tasty', 'healthy', 'ethical' and 'sustainable' on your menu (where relevant) to describe local foods.

2

3). Reasons for offering local food on your menu:

1. It reduces food miles travelled and is therefore more sustainable.
2. Customers like it and believe it is fresher and tastier.
3. Customers may pay more for it, which could result in higher profit margins.
4. It supports local farmers and suppliers and therefore the local economy.
5. It may widen your customer base.
6. You could become a trendsetter in Oswestry.



3


4). An audit form: cooked meat



Food type	Food item	Current Supplier	Distance from your business (approx.)	Is there an alternative more local supplier ?	Alternative supplier: distance from your business (approx.)	Any price difference?	Notes: product awards, e.g., red tractor awards/quality awards?
Meat: Raw	Beef						
	Pork products						
	Lamb						
	Chicken						
	Other raw meat (list)						

4


An audit form: raw meat



Meat: Cooked	Beef							
	Pork products							
	Lamb							
	Chicken							
Others list								

5


An audit form: dairy



Dairy	Milk							
	Cheese/s							
	Eggs							

6


An audit form: veg., salad and fruit



Vegetables	Veg.							
Salad	Salad							
Fruit	Fruit							

7

An audit form: bread and cakes



Bread	Bread							
Cakes etc.	Cakes etc.							

8

An audit form: fish and other products



Fish	Fresh							
	Frozen							
Other products (list)								

9

5). Menu provenance stories to adapt:



10

5a). Example menu: toʻst



we're claire and paul!

toʻst (toast) is an award-winning café and deli where you can enjoy breakfast, lunch, afternoon tea or sharing platters with friends. We aim to provide seasonal produce, sourced locally from North Wales and the surrounding area. We specialise in amazing grilled cheese sandwiches and what's more, we have a selection of vegetarian and vegan options, and a range of dairy-free milk for customers with specific dietary requirements.

toʻst (toast) offers a variety of hot drinks and we have worked with a local supplier to offer our customers a beautiful house blend coffee which provides a smooth, full bodied cup. We also offer a range of breakfast dishes, retro toasties, soup, sandwiches and a selection of cakes that are simply delicious.

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5b). Example menu: Secret Garden Café



"Community is at the heart of what we do."

The Secret Garden Café is an independent cafe in the heart of Bute Park, with big environmental values. They are a Green Key accredited business.

The café specialises in sourcing local, seasonal and organic ingredients. Everything is homemade by the amazing team. The café serves speciality coffee, from a selection of different speciality coffee roasters and ensure supply chain transparency when choosing our suppliers.



Partnering with Wildlife Trusts South and West Wales, the Secret Garden Café donate 10p from every hot drink to support the wonderful work they do. The café spearheaded and kickstarted the Bute Park Community Orchard project – read more and support the project here.

12

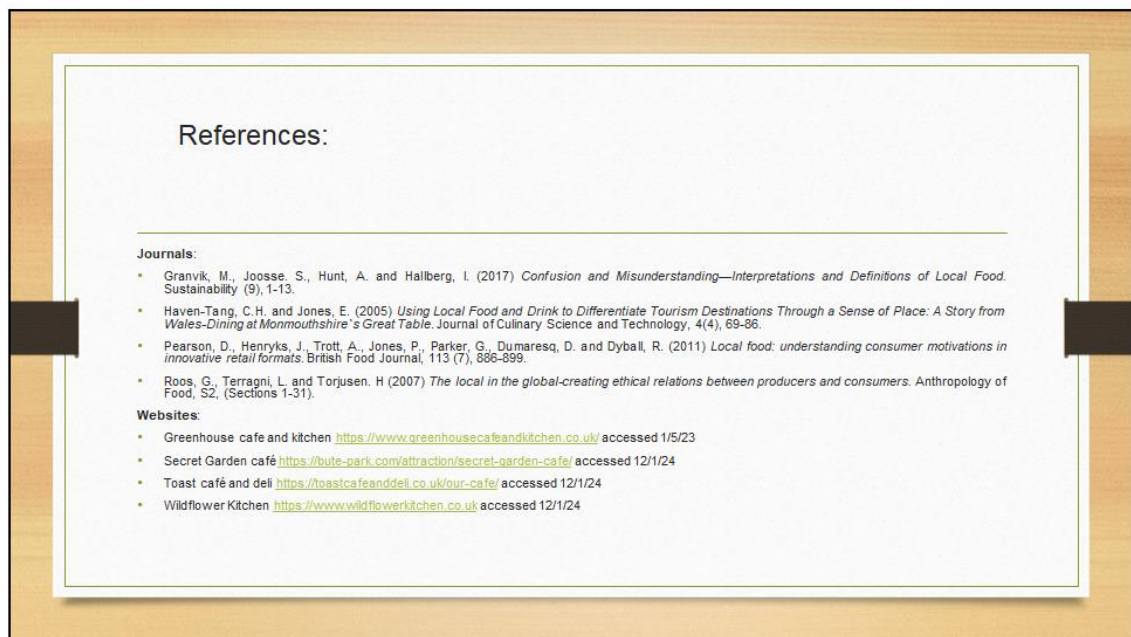
6). Supplier list (disclaimer- suppliers are not endorsed by the author)

Products	Local Suppliers # Suppliers of local food *	Do they deliver to Oswestry?	Location	Distance from Oswestry
Meat	Batlam's Butchers #*	Yes	Oswestry	0
	The Meat Man#*	Yes	Oswestry	0
	Treflach Farm (meat, pies, quiches, butter) #*	Yes	Treflach	4
	J W Brisbourne (Turkeys and Geese) #*	Yes	Nesscliffe	9
	Coedengellyg Pedigree Pork#*	No	Pool Quay, Welshpool	12
	D L Platt Family Butcher & Farmer#*	Yes	Wrexham	16
	Roberts Country Fare (pies and quiches)#*	Yes	Wrexham	16
	Churmcote Farm Shop & Butchery#*	No	Shrewsbury	19
	Hough & Sons Butchers Shop#*	No	Church Stretton	30
Dairy	Hartshorns Dairy#*	Yes	Oswestry	0
	Edward's Dairy#*	Yes	Chirk	6
	Shropshire Cheese Company#*	Yes	Llanyblodwel	6
	Tomlinson's Dairy#*	Yes	Llanfyllin	14
Bread/cakes	Smith's Bakery#	Yes	Oswestry	0
	Bloomers-carolines bakery#	Yes	Wern	19

15

Fish	Micky Finns #	No	Oswestry	0
	Chirk Trout Farm & Smokery#*	No (but available at Oswestry Market most Wednesday's)	Chirk	6
Vegetables and fruit	'Linda', Indoor Market#*	No	Oswestry	0
	Covent Garden Fruit Ltd#	Yes	Oswestry	0
	Honeysuckle Wholefoods#*	No	Oswestry	0
	Oswestry Market#*	No	Oswestry	0
	Avondale Produce#	Yes	Morda	2
	Llynclys Hall Farm Shop#*	No	Llynclys	4
	Enterprise Fruit and Vegetables#	Yes	Knockin	5
	Rowland and Co Ltd.#	Yes	Shrewsbury	19
	Churmcote Farm Shop & Butchery#*	No	Shrewsbury	19
A variety of products	https://www.shropshiresown.co.uk/ Shop on-line and collect#*	No	Longden	30
Farmers markets	Oswestry Market- every Wednesday#*	No	Oswestry	0
	Wrexham Market- 3 rd Friday of every month#*	No	Wrexham	16
	Shrewsbury Market-1 st Friday of every month#*	No	Shrewsbury	19

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5.5 Future research

This study strived to add to the growing body of interpretivist qualitative studies examining local food, but uniquely from the perspective of the coffee shop and to stimulate ideas about future possible research areas. Future studies that could advance academic and industry knowledge should focus more specifically on the hospitality owner/manager perspective as the importance of their role in the journey of local food onto the plate of the customer cannot be underestimated. This is a much under-researched area, and it is vital that links are forged between the academic research community and the Hospitality owner/manager, as in this thesis, with its best practice aide-memoire suggestion for coffee shop owners/managers. This best practice aide-memoire will be further developed in collaboration with the independent coffee shop owners/managers and any intervention such as this, that may lead to more local food on the menu for the customer should only be encouraged, as we work towards the sustainability imperative.

5.6 Limitations of the research

The limitations of this study are clearly recognisable: the scale of the study; the research setting, that of the coffee shop, a busy environment where undertaking any naturalistic and interpretivist research is a challenge; the clear complex nature of 'local' food understanding; the limitations of the DBA thesis word count requirement and the subjective case study methodology adopted.

5.7 Final reflections

When I began the DBA thesis journey, I did not appreciate the complexity of the task that lay ahead. Nor did I understand the physical impact and the mental commitment involved, but especially the time required to undertake this complex task. When I finally emerge from this chrysalis and spread my wings, I will be transformed.

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APPENDICES

LIST OF APPENDICES

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APPENDIX 1: example customer survey questionnaire

S J

Local food consumption and coffee shops: A doctoral thesis questionnaire. (All information is confidential and anonymous). It should only take about 5-10 minutes to complete! Thank you

Are you from the local area or a tourist?..... Yes.....

How far have you travelled, approximately, to be here today? ...2.....miles

Have you been to this coffee shop before? Yes/~~No~~

Are you a regular customer of this coffee shop? Yes/~~No~~

Do you prefer to go to independent (like this one) or chain/branded coffee shops (like Costa)?

Independent/ ~~Chain~~ / No preference

Please tell me to what extent you agree with the following statements:

1. I will always choose local food items if they are on a menu...please circle:

Agree	✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
-------	---	----------------	----------------------------	-------------------	----------

2. Local food always seems to taste better...please circle:

Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
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3. I think local food is healthier...please circle:

Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
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4. I think local food consumption is more ethical...

Agree	✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
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5. I think local food gives me a real sense of local identity and belonging....

Agree	✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
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6. I think local food consumption supports the local economy...

Agree	✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
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7. I think that local food on the menu is more expensive...

Agree	Somewhat agree	Neither agree nor disagree ✓	Somewhat disagree	Disagree
-------	----------------	------------------------------	-------------------	----------

8. I would like to see more local food on the menu here...

Agree ✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
---------	----------------	----------------------------	-------------------	----------

9. Local food producers deserve my support...

Agree ✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
---------	----------------	----------------------------	-------------------	----------

10. I always choose local food when I see it on the menu...

Agree	Somewhat agree ✓	Neither agree nor disagree	Somewhat disagree	Disagree
-------	------------------	----------------------------	-------------------	----------

11. I like to know where my food comes from....

Agree ✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
---------	----------------	----------------------------	-------------------	----------

12. I think coffee shop menus should have local food on them....

Agree ✓	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
---------	----------------	----------------------------	-------------------	----------

13. I trust this coffee shop to provide me with local food...

Agree	Somewhat agree ✓	Neither agree nor disagree	Somewhat disagree	Disagree
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14. I think that this coffee shop understands what local food is...

Agree	Somewhat agree ✓	Neither agree nor disagree	Somewhat disagree	Disagree
-------	------------------	----------------------------	-------------------	----------

15. Please rank in order of importance (1-7, with 1 being most important) which food items you think should be local:

Dairy	5
Meat	6
Fruit	3
Vegetables	2
Cakes	7
Bread	1
Fish	4

16. Please use 3 words or phrases to describe what you think local food is...

Grown & produced within its county -

17. I think that the local food on this menu should be sourced from within the following radius: (you may choose more than one)

30 miles	50 miles	100 miles	The county of Shropshire	The County of Shropshire and the Welsh Border	The UK	Other (please specify)
----------	----------	-----------	--------------------------	---	--------	------------------------

18. I like to see home-made items on the menu:

Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
-------	----------------	----------------------------	-------------------	----------

19. I will often choose home-made items on menus:

Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
-------	----------------	----------------------------	-------------------	----------

20. What did you drink/ eat here today..... Coffee & Toast.....

21. Did you choose a menu item today that was described as 'local' on the menu? Yes/ No

Please tell me what it was.....

22. Did you choose an item that was described as homemade on the menu? Yes/ No

Please tell me what it was.....

23. Why did you come to this coffee shop today? (i.e. what do you like about it?)

Good coffee, comfortable seating
Reasonable light bites

24. Your Gender: please specify..... Female

25. Your Nationality..... British

26. Your Occupation..... Retired

Please circle one of the following:

Age: 18-24; 25-35; 36-45; 46-55; 56-65; 65-76; 76+

Highest educational achievement: School; College; University University

Annual household income: less than 10,000; 10,001-20,000; 20,001- 30,000; 30,001-40,000;
40,001- 50,000; 50,001-60,000; 60,001 plus.

Thank you for your time.

APPENDIX 2: Principles for Interpretivist Research

Table 1. Summary of Principles for Interpretive Field Research	
1. The Fundamental Principle of the Hermeneutic Circle	<p>This principle suggests that all human understanding is achieved by iterating between considering the interdependent meaning of parts and the whole that they form. This principle of human understanding is fundamental to all the other principles.</p> <p>Example: Lee's (1994) study of information richness in e-mail communications. It iterates between the separate message fragments of individual e-mail participants as parts and the global context that determines the full meanings of the separate messages to interpret the message exchange as a whole.</p>
2. The Principle of Contextualization	<p>Requires critical reflection of the social and historical background of the research setting, so that the intended audience can see how the current situation under investigation emerged.</p> <p>Example: After discussing the historical forces that led to Fiat establishing a new assembly plant, Ciborra et al. (1996) show how old Fordist production concepts still had a significant influence despite radical changes in work organization and operations.</p>
3. The Principle of Interaction Between the Researchers and the Subjects	<p>Requires critical reflection on how the research materials (or "data") were socially constructed through the interaction between the researchers and participants.</p> <p>Example: Trauth (1997) explains how her understanding improved as she became self-conscious and started to question her own assumptions.</p>
4. The Principle of Abstraction and Generalization	<p>Requires relating the idiographic details revealed by the data interpretation through the application of principles one and two to theoretical, general concepts that describe the nature of human understanding and social action.</p> <p>Example: Monteiro and Hanseth's (1996) findings are discussed in relation to Latour's actor-network theory.</p>
5. The Principle of Dialogical Reasoning	<p>Requires sensitivity to possible contradictions between the theoretical preconceptions guiding the research design and actual findings ("the story which the data tell") with subsequent cycles of revision.</p> <p>Example: Lee (1991) describes how Nardulli (1978) came to revise his preconceptions of the role of case load pressure as a central concept in the study of criminal courts several times.</p>
6. The Principle of Multiple Interpretations	<p>Requires sensitivity to possible differences in interpretations among the participants as are typically expressed in multiple narratives or stories of the same sequence of events under study. Similar to multiple witness accounts even if all tell it as they saw it.</p> <p>Example: Levine and Rossmore's (1993) account of the conflicting expectations for the Threshold system in the Bremerton Inc. case.</p>
7. The Principle of Suspicion	<p>Requires sensitivity to possible "biases" and systematic "distortions" in the narratives collected from the participants.</p> <p>Example: Forester (1992) looks at the facetious figures of speech used by city planning staff to negotiate the problem of data acquisition.</p>

Source: Klein and Myer's (1999, p. 72) Principles for Interpretive Field Research

APPENDIX 3: Full transcription of owner/manager interviews

Question	Coffee shop A	Coffee shop B	Coffee shop C
1	Own and manage	Owners (husband and wife)	Yes, totally my own business
2	Since September 2016	4 ½ years	Just over 5 years
3	No	No (but managed * for 14 years, a local restaurant)	We also have *which has been incorporated
4	Yes	Independent, yes	Independent, yes
5	48	Up to 35	40
6	Outsourced to Hayes Barn (a local restaurateur)	We both write the menu	Me really yeah, and we check with the staff, we have taster sessions sometimes, get staff to try things as well.
7	Changed this month...Previous one since January	When necessary, we aim for Winter and Summer menu and we tend to tweak it, more based on human nature so there will be one item on the menu that will go potty...every week they want and then all of a sudden for no apparent reason, boom, nobody wants it. So we tend to change it when we start to waste food so we prep it up, doesn't sell so we'll put something else on in its place...because it's in house it's easy to do that we don't have...so yeah we tend to tweak it when it's necessary.	Erm, not very often, we kind of have our staples and we do specials to offer something a bit different. We try to get produce that is in season, but it is kind of hard to tell what is in season. Because you can get everything all of the time, it's a bit mad.
8	January	See above	Just put a few specials up today. I have been adding my own wild garlic pesto erm, so we are doing like a wild garlic and mozzarella flatbread erm, also doing a garlic mushroom toastie with cheddar that has been quite popular, also got sort of a Greek influence from my grandma so been making spanakopita .
9	Erm, I don't think so, not really, as a business we try and source everything as local as possible, if it's not produced locally we try and use a local supplier, the whole idea is that we work with small independent companies. In some ways we probably don't shout about it enough. Just as general morals of the place.... hope it comes across.	Well, what we do then, we have, rather than food items as such we have...all our suppliers are local suppliers erm so there is not necessarily something on there that you might find that's a cheese that's down the road and the main reason for that is, we'd love to, it is costs but we get things like our bacon from our local butcher erm	Yes, so we've got local Battam's butchers pies that we use and we get chicken and ham pasties , erm, and the ham obviously, anything with the hams from the butchers as well. What else!? We've got some Snowdonia Chesses in but that's a bit more Wales but that's local for cheese makers .

		so they are locally sourced in a lot of cases, yeah.	
10	Everything is basically sourced locally. Battams, Edwards Dairy . Does Ludlow count as local? We get our coffee from there. The hot chocolate comes from Whitchurch .	<p>Radford's, local dairy, Hartshorns, Harlech food supplier and Nuttall's quite often. Erm we tend to supplement all the orders that come through by literally going round all the supermarkets because literally they've got better offers on than the suppliers and because we don't, we're not a huge bulk buyer and compared to other restaurants we can get say 6 items of the same thing like say Philadelphia erm it might be on offer for 80p each from one supermarket like Morrisons so we'll go to Morrison's and then go to Aldi and do a shop there. We find that the quality of the supermarket food can be better.</p> <p>10a: Supplementary question do you have specials: we do have yes and we used to do pasta dishes, lasagne and various things erm but again we found that people erm, didn't necessarily want them enough so we would prep up a big lot during the week so we, we've learnt by our mistakes over the last couple of years really. We started off by trying to be all things to everybody and it became apparent that we needed to be a bit more elite in what we are doing.</p> <p>10b: supplementary question: what age range are your customers? I thought that when we first opened it may be a lot of older folk erm, some what we call yummy mummies because we have Bellan House across the road and it absolutely isn't, we do get some of the older folk but we tend to get families and it's more of a class thing I dare say, middle class thing, because we don't offer chips, you don't get burger and chips here and that cut out a lot of certain clientele. The ones that would suit Wetherspoon's won't suit here</p>	Erm and then we use, we get our milk delivered from Edward's dairy which is in Chirk yes, we do have a few local Vegetables , erm, sometimes we get them from Rowlands who used to be in Oswestry but they merged with a company which is in Shrewsbury now and also sometimes supermarkets when we have run out of things.

		erm and its not a snobbery thing, it's just how we have been marketing ourselves in order to attract that particular trade. We aim for consistency, we aim for erm a bit more of a personal touch, you've got the chit chat with the staff and you know and that homey fell that the customers feel, they belong. We do change the soup regularly, that's on the board.	
11	I guess when I say local I do mean Shropshire ...in some ways that is the limitations of our business, the local food...a local bakery would improve us, erm, it's just frustrating...I'm trying to convince...there's a really good baker in Shrewsbury and she's on the verge of being able to do it, deliver, which would be great and could set up a shop here and have collaboration. Yes, I think as far as local produce goes we are behind really. Look at places like Ludlow it's got 3 or 4 artisan bakeries and lots of other produce. We try but we use products from Manchester and Liverpool area because they are still local and the closest cities.	Yeah, because it's a farming community I tend to go with the farming and the farming shops and the produce around the immediate area erm so for me personally around Oswestry and the immediate little hamlets and towns around this area and if it starts coming from, possibly Wrexham I would say is OK but when it starts coming from the other side of Telford and edging towards Birmingham it's not local in my opinion then so erm, probably within 10-15 mile radius and along those lines.	Erm, I don't know, I guess it depends on what product and if it is possible to source it, we do use a few catering suppliers as well so the one we use is Bikold, they are based somewhere up in Wales (they are actually based in Ludlow , south Shropshire) but erm it's just err, (prompt given re: possible geographical distance)...err yes maybe county distance but more county yes but obviously we are more close to the border so Wales, from Powys, from Shropshire , probably, yeah
12	As much as local is my main focus maybe not for me, I'd say my main focus is quality if I can find it locally if I can't I don't mind using other places.	Erm, what we also have is people in this area who have mini orchards and they have produce they like to basically grow and they have nothing to do with it so we get inundated with veg, we get inundated with fruit particularly , there was a bumper crop for apples last year so the amount of apples we had was just astonishing erm so we use all of those we don't waste anything that we get given to use. I had a load of rhubarb that's been given to us this week. Because people feel like they are supporting us and they are happy that what they have grown is	

		going to go into home-made food and they give it to us to use, now I've offered cake in exchange, a meal, payment but they don't want it, it's like we've built like a bit of a community in a way so for examples it's not food but someone has left a book on the step for us and we get presents from people all the time, yes we are very lucky and we get supported a lot erm at the weekend I had bags of rhubarb and she's like no, I'm just dropping off because I can't use them. It's lovely, so we'll do a rhubarb custard and that's what Daz is making today, it's local and it's organic.	
13	Definitely I think, all goes hand in hand and that's how we grow I guess. Don't know, probably do need to shout about it a bit more erm, I just take the approach with everything we do really and try not to sort of shout about it too much I guess. The coffee side of things, the amount of detail we go to on that we don't necessarily let the customer know about that. We just want to be approachable for everybody and if people want to know whether it's local we appreciate that and that's great. If somebody not really bothered, they can still feel comfortable coming here.	Yes, I do because that's the people that we are attracting, it's all in keeping with what we are and what we do and also the fact that Daz is also such a good chef. If you haven't got the skills to utilise these products you can buy it in a tin and I'm very fortunate that Daz is actually a supreme chef and very good at what he does, he can use anything so yes it's local and it's good to say it's local though we are really rubbish at promoting what we do. I can't explain how lucky we've been, I've never advertised, not even had one advert since the day we opened and we literally, some days we can't cope, it's so busy erm so a lot of these things promotion wise we've not had to do too much and think what we are doing now, chit chatting with people when they're here and they then think I've got carrots coming up, I've got bags of them and then you find they've brought them in. So it is the conversation is very old fashioned here, yeah.	Yes, I think so, I think people like to see what is local and being independent is important (prompt, do you think customers like it?). Yes, I would say so yes.
14	100% yes which is why it limits the scale and we can make the business successful in a sense because it's more expensive it isn't enough margins in it, realistically probably can't go overboard we still buy local produce but can't be over-charging, people here aren't aware of the produce I guess.		Yeah, but I would rather support local and keep the quality because you sort of know they are local products, yeah.
15		If I was to go and have, no, we are I suppose lucky because we have people helping us out here, no I don't think it does. We use the veg shop	Yes, definitely

		{Oswestry} down the road and we use, our landlord has a veg company called 'Enterprise' now we have a lot of his veg and his comes from his own fields because he's a farmer so his is also local erm what we find is more things, erm, these sort of things tend to change more with the seasons and the effects of the weather, erm around the world erm but I think from our customer base they like the fact that it's local so it's important to use, yeah.	
16	Yes, definitely, we have been lucky in that customers buy into what we have been doing here. I think they appreciate the extra effort we go to, like milk being organic and local I think. And this change in introducing meat to the menu which is all locally produced which I think has helped that transition because from an ethical point of view lots of people see meat as not being ethical in any shape or form but I think people appreciate that if there's going to be meat on the menu it's not just from some factory farm and so for me personally I am a meat-eater but I do care about the welfare of the animals I guess...	I think it adds to it certainly initially it adds to it, erm, I've got to admit a lot of people who've never been here before and on the first chance it's because erm we have such a high TripAdvisor, I hate to admit it because I'm not a fan of TripAdvisor but we hit the number one spot when we first opened and we've never been off it and the comments on there are phenomenal so I can't really give it credit. So tourists especially this time of year, we get a lot of European tourists, a lot of German tourists that come to Oswestry and they come here, not sure what the attraction is but they come here and yeah they then find out its locally sourced and they are just over the moon with it really.	Yes, I mean like pies and things are popular, I feel like we order them every day at the moment, which is mad, and they bake them fresh every morning erm but yes, I guess most people do like to try and support local, a lot of our customers do anyway
17	I think there are a lot of discerning customers and it is becoming...people are I think people are becoming more and more conscious...I think so.		
18	Like a lot of them ...we see a lot of our customers who grow a lot of erm customers who grow a lot of herbs and spices and stuff like that so all of them would have...the eggs are sourced locally...and stuff like the cherry tomatoes and all of the fruit and veg ...I	Erm, they tend, erm not really from the source of it more to do with erm how we've made it they are very interested in the actual recipe of it erm because like I said with Daz being such a good chef it might be something simple like a tin of mayonnaise but he'll add a hint of black pepper to it or he'll add his own little twist to it, the cheese	Not very often actually, not really, unless it is something someone really likes. We don't really get many enquiries as to where we get the produce but we do advertise it on the boards, like Battam's pies and Snowdonia cheeses .
19	couldn't actually tell you how locally that's		We try to do a lot of things like home-made quiches. (Prompt, is there anything else 'local' on

	sourced but the person we buy it off is a local trader, it's not bought through...if we can't source things locally we make a lot of cakes ourselves but we also take the pressure off ourselves and want to support other companies and one of the places that we use is down in Bristol but we source through the Little Food Company which is a wholesaler in Oswestry and we work on that basis, the gyoza is made here with local ingredients, the courgettes erm are local. Homemade is important, yeah, I think so if there's nothing to differentiate ourselves if it's not homemade anybody could buy it...our next door neighbour could buy in the same food and it's fresh and tasty.	scones for example have got a hint of erm, paprika but you wouldn't know that so there is always something and they are like this is exciting and they feel really privileged if we tell them, it's no secret and Daz loves talking about it but it tends to be , the conversation tends to be like what or whether chilli is in it really.	the menu?) We name Battam's and Snowdonia cheese, we also use Treflach farm eggs as well, erm., which I think might be on the description in the window of what the café is and I guess we use home-made cakes and those who knew me before know that. Erm, yes, and I support Tyrells, crisps are on the counter.
20		Erm, quite frankly a lot of the breakfast stuff in the morning because obviously we use the local butcher erm anything with vegetables in it, the garlic mushrooms for example, all that's come from locally, the soup erm is certainly local because it's using veg and then let's have a look erm , all the salad items , anything that's got the salad items and garnish because it's a really healthy salad garnish, it's more of a side salad that comes with it yeah.I don't think there is a dish, as such that is more local than others because like I say we've gone and fetched a load of stuff, it may be from the local supermarket and it could have come from Czechoslovakia as far as I know erm so it's not overly local in that sense. It tends to be the fruit, the veg, cake wise as well. We have quite a lot of locally things...so it's difficult to point out a particular thing. They've all got elements of it for example the brie, bacon and chutney, well the chutney is all locally sourced, the onions and then the bacon but the brie wouldn't be, it would be from Morrison's (laughs)	

Question	Coffee shop D	Coffee shop E
1	Owner (joint with wife)	Manager
2	Owned for 2 years but managed it for 16 years too previously.	14 years
3	No	No but there are 3 independent coffeeshops in Shropshire owned by the same owners
4	Yes, independent	Independent

5	110 covers (12 staff)	84 covers
6	Chef (me)	Owners
7	Every 6 months	Twice a year, Spring and Autumn.
8	Last Friday	Spring. We never change the coffee, that is our own blend, so we have that specially made for us and it's mainly the main course menus that change, breakfast stays the same, toasties, paninis, sandwiches. We have daily specials.
9	We don't have just local things but we do have locally sourced.	No, we haven't I'm afraid. (Prompt: who supplies you?) The main company is Woodward's food so a lot of it is freezer to table. (Prompt: so is most of the food freezer to table) Yes, except salads are prepared fresh every day. I do make the coleslaw. I do make the soups and I get ingredients from the market man on a Wednesday. (Prompt: Do you know where he gets his food from?) Do you know, I don't. I imagine Liverpool or Birmingham
10	The grocer we use is local, we use Welsh beef in our Lasagne so I've actually put on the menu that it's Welsh beef lasagne so it's Welsh black beef from Harlech. So, another one is Welsh leek, so we use people that supply bread from Northwich, we have a company in Wrexham (Roberts's) who supply to us. We have greengrocer, Alfie Roberts, Avondale Produce it is, he goes to market every day, I can't exactly get an allotment and supply all the veg, I would like to, that is our ethos. If I had a big farm in the middle of nowhere I would grow all mine own but I couldn't do anything with animals as I am too animal friendly, I couldn't. Yes, I would really love to do something like that, but we can't unfortunately. Our meat is from Harlech so it's Welsh beef that we use in the mince, erm and any sort of beef that we have off them is local because they have that ethos we try and use them as much as possible.	
11	Erm, anything that can put something back into the economy erm, around I would say roughly 50-mile radius erm so in this industry it is difficult because everything is, although we get our tomatoes for example from Avondale produce who lives in Morda, he will source them from Spain, so you know it's not like someone has grown them in a greenhouse, We are giving him, erm, he is making a living out of doing, providing something for the local businesses', the local supplier. We use Harlech, probably slightly more than 50 miles but it's the only company we have found that will use, erm, as I say, erm black beef or things like that, so we try. That's helping farmers and Wales, do you know what I mean (I nod) , we try and ...we use a local dairy, Tomlinson's, he's based, ahh well, the supplier, our supplier, is in Oswestry, Hartshorns dairy and he sources locally too and his milk is just up the road, not too far away so that's what we try and do. We source from people who are sourcing locally	It would be using local suppliers. (Prompt: Any other ideas about what it might be?) Erm, with local food using like local farms and local produce. (Prompt: Do you think that local food would have a radiance in miles terms?) Yes, due to prices I imagine and if they could get food to you freshly delivered.
12		No
13		Erm, it's a hard one that , I mean, I like local, I go to restaurants that are local where everything is home cooked if you see what I mean, I'm that sort of person but people who are out wanting just a quick snack I don't think they would really bother if you see what I mean. (Prompt: do you have any influence on the menu content?) I don't, no, the owner wants all three fairly standard, that's just the way it is. (Prompt: Does he use the same supplier for all 3?) Yes, all 3.
14		N/A given previous answers.

	too. Ok, they might have a different radius to us, they might have to have, in order to get the products that we want. Yes, anything that we can put back into the local economy really (Me: Is it important to you to do that?) Yes, if we give people money in the local economy then hopefully they will come back and give it to us, a vicious circle (he laughs).	
15	Erm, if you are clever it doesn't necessarily have to erm, as I say we are quite lucky as we've got some big suppliers that do source locally anyway. Harlech is a brilliant company for erm, supporting farmers, they've got their red tractor and things like that and make sure everything is done properly erm so if you research it a bit you can actually you know do a good job of, err, so yeah. (Prompt, so is this a good area to source locally?) Yes, we have a lot of Welsh customers, who come off the hills, if you like (laughs) . I don't mean that disrespectfully in any way but there's a big farming community here, err, our industry is agriculturally related, so we can do it, certain things you can't do. If you are building a car, where you going to get your steel, you are not going to get it from a steelworks in Oswestry, so it's a little bit different. We are a little bit lucky that we can do that, we can, but not really, it's not more expensive, and even if it is we usually pass that onto the customer anyway but they respect the fact that you have done your homework erm and they know that it is going back into the economy and that locally into the economy.	(additional Prompt: If you were to put local food on the menu, if you did have an influence, do you think it would cost you more?) Yes, it would. (prompt: Is that part of the reason the owners don't use it do you think?) Yes, I've tried it in the past, we have gone local veg and milkmen, every year we get the milk wars as we call it and you see it on the news and the amount of milk we use between 3 cafes, you know, even if it is just 3 or 4 pence makes a big difference when it comes to your yearly bills.(prompt: Do Woodward's provide the milk as well as your food and do you know where they get it from?) Yes, they do, no I wouldn't have a clue. They use so many different suppliers Woodward's do, it's like French bakeries, it's you know everything, the bread they use is from a bakery called La Boulangerie, it's a big mass-produced sort of thing. (Prompt: can you think of anything else from the local area that you use?) No.
16	Because we have only just done the menu with Welsh beef lasagne , it's a bit of a tongue in cheek thing where people will go, well, Welsh lasagne , how can you have Welsh lasagne, it's Italian obviously! Erm, you know we are waiting, we are waiting for people to ask and we do speak to customers and they do say that t's nice that we have things that say Welsh, err, cheese and leek quiche . There are certain people that will turn around and ask whether the source is local or not. It doesn't happen very often, I wouldn't say 20% of our customers ask but there are one or two that will turn around and say, there is this, change in food anyway.	I would say so yes, the world's turning that way, everybody is starting to go that way. (Prompt: Do you think that would be a reason to go to a coffeeshop?) Yes, I think people are getting more picky and with the amount of coffeeshops that are around now I would say from 10 years ago. You know we used to have massive footfall because there were only 2 coffeeshops but now I do see people picking and choosing.
17		

18	I think people are starting to think that they want something more natural, err, they don't want things like , with all the publicity, with things causing cancer, people are starting to think about what they eat a little bit more, err, more than they did probably 10 years ago when the fast food industry went boom so...	Yep we do get a lot of allergy people . We have a printout book under the counter that goes into depth but sometimes it is hard, someone will have an allergy to paprika or something and we haven't got the information, it's an unusual one.
19	I'm dead against additives and preservatives and I'm a firm believer that the more they put into it that is not natural, the worse it is for you so erm, as I say, our lasagne has just got onions, tomatoes, Welsh black mince beef , erm, local milk , butter, flour there's nothing else in it that will put any additions in it.	N/A given previous answers and interviewee wants to get back to work.
20	The lasagne and the quiche , is just from down the road, paninis are baked locally, the Little Food Company . I try and source, I'm not sure where they source from, but we buy them from down the road so yes you know we try and do our bit.	(Prompt: Do you think the owners would ever consider using words linked to the local area/suppliers on their menu?) There's nothing, hopefully might go that way one day but there's nothing designated to the local area because we don't use it you see so it's one of those.... (She returned to work)

Question	Coffee shop F	Coffee shop G	Coffee shop H
1	Joint owner	Owner	Joint Owners(husband/wife)
2	5 years	10 years	12 years
3	No	No	No
4	Independent	Independent	Independent
5	24 covers	35 covers	28 covers
6	Me and my partner	I do as owner	Me (owner)
7	About every 3 months, with seasons	Now and again	It depends upon cake maker
8	Last week actually	Erm, Christmas	Monthly maybe
9	Yes, we have British fava beans on the menu and we get our veg and salad from the local market (Oswestry), it's just outside on a Wednesday and Linda in the indoor market is there too on some days for veg if we need extra. There's always Sainsbury's too (laughs).	We use some local suppliers if that's what you mean, the eggs are from near here I think, and the cheese in the quiche , err but I couldn't tell you exactly where.	Our cake maker is local but not sure where she gets her ingredients from. Oh, she does use free range local eggs though
10		We get most of our food from the supermarkets around the corner, Sainsbury's and Iceland . The milk and the	

		eggs are delivered by Edwards dairy every day and that's local I think. Well, he uses local.	
11	It means sourcing your food locally, from within a certain distance, probably about 50 miles or so or it could be from Shropshire , as that is where we are or Wales as we are close to the border. We are a border market town after all. You could also say from the local farmers , there's sheep and cattle farms locally, a lot of them, not that we use them.	Ooo, well, local erm food. It's sourcing in locally using local suppliers I suppose, like Sainsbury's but I suppose they don't get their food locally do they? (Prompt: what would you think of it in terms of geographical distance). I would say maybe from Shropshire or Wales as we are so near. The quiche on the specials board has Shropshire blue in it, it doesn't say that on the menu though. The milk we use for the coffee is local, as I said I think he gets it locally, can't say I ever asked him. He's just cheaper than anyone else and he's reliable, some aren't, and I rely on having milk, would have to carry it from Sainsbury's if not.	Local means.... local, use of local products like free range local eggs. (Prompt: do you have distance in mind maybe?) Yes maybe 30 or 40 miles or maybe within Shropshire. We are a very agricultural county you see. We do try and source locally, the lady who makes our cakes is local, does that count? I suppose that depends on where she gets her ingredients from...I don't know if you can source everything locally. I bet she probably goes to Sainsbury's ...I'll have to ask her next time I see her. I would be quite interested actually, never really thought of that before, just thought of her as a local supplier...but that's maybe not the point is it when thinking about local food.
12	You could think of it as, I suppose, supporting the local economy, local producers. Local farmers. Local bakeries. There is a local bakery in town.		
13	In some situations yes, not in Oswestry really but I think maybe we have more on the menu that is local than we realise, we just don't describe it as such on the menu. I suppose we could do but then again, it is Oswestry.	Yes, in some places, not here really, I don't think our customers can afford it. We would have to put the prices up (laughs) and this is Oswestry, not London.	
14			
15	Yes, definitely it does yes. Do you know the price of local cheese if you buy it direct, it's twice the price of going to Sainsbury's and you can get the same cheese there cheaper. Must be their buying power, buying in bulk will reduce the cost won't it.	Yes a lot more and I would worry about being supplied too. I need a reliable supply at least I know Sainsbury's and Iceland always have what I need.	Yes, I think it would if all the ingredients in the cakes were local, if you could get them. Probably costs more if you grow them in this country.

16	Yes, I think so, we should maybe describe it better I think, might do after this chat (laughs). (Getting busy so interview speeded up)	Yes, I think so.	I would say yes.
17	Not really, they come for the healthy interesting food not because it might be local.	No, not really.	No, I wouldn't say so really.
18	Not often, no, sometimes but the menu describes the food well, good detail for them anyway.	No, never been asked. Get asked about allergies though (sighs)	Yes. Occasionally. I do get asked about allergens all the time (sighs)
19	Err...maybe it's considered healthier by the customer, I don't know really.	Had to end the interview as it was getting busy!	Became too busy.
20	The fava beans, the salads, the veg, the quiche has free range local eggs in it.		

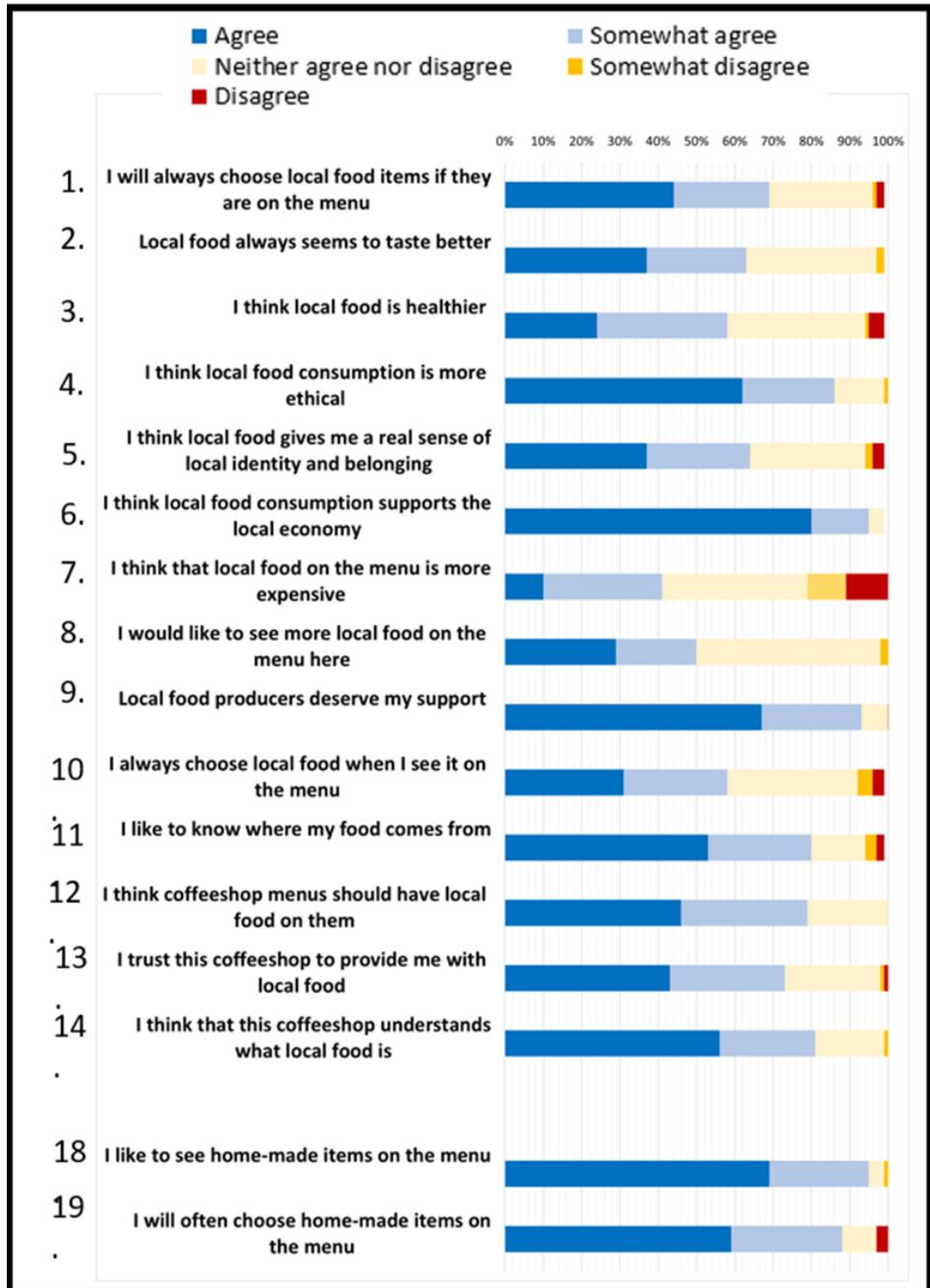
Question	Coffee shop I	Coffee shop J
1	Manager (was however previously the owner of another coffeeshop in Oswestry for 3 years, the Queen Anne)	Owner (but lease building)
2	1 year	3 years
3	No	No
4	Independent, yes	Independent
5	42 covers	32
6	It's the original one here when I came, I have re-written it but I'm still waiting for it to be printed.	Me
7	(Prompt: Have you changed it much?) No, just the prices really, some things needed to be taken off and some put on but basically the core menu is what sells so a few surprises and a few changes.	Summer and winter menu
8	Last changed about 5 years ago, I was here working as a cook.	Summer
9	Erm, we get our bread from Caroline's next door erm most of the other stuff erm well comes from the cash and carry , and Sainsbury's if I'm honest (Prompt: which cash and carry). Booker in Wrexham , Tony goes. Sainsbury's I do for fruit and veg and M&S for the milk and that but yes we just do a small shop every day so its fresh but the baguettes and bacon and butter	Yes, we do, we have Radford's ham and bacon , they are a local supplier . I assume they get them from local farmers , not sure, never asked actually, they must do round here... I know it's British, look it says so on the menu. The bread is local , from Smith's bakery and I get the milk and eggs from a local supplier too, Hartshorns . The rest I get from Sainsbury's which is just around that corner (laughs and points)

	portions and butter blocks and all that...the coffee beans come from Mark at Bridgenorth , that's local , never thought about that. We do try but it is difficult you know because our prices are quite low so you know we have to be erm, price conscious. It would be lovely to put Jamie Ward's sausages, Clun Valley Bacon , but it's pricey and there are so many coffeeshops and you have to be competitive .	
10		
11	We do good cheese here, Shropshire cheese I suppose. We do Shropshire blue . I don't really know what local food is. (Prompt: You said Shropshire there so have you got a kind of county idea maybe or other ideas?) I would say Shropshire , err, it's rural isn't it our meat and products ...if you go to somewhere like Dobbie's, they used to have a good food place there didn't they and they used to do really nice stuff like Pimhill bread and Jamie Ward sausages and Ted Small beef. We do have really good meat and bread round here. I don't really know. (Prompt: Would you give a geographical distance maybe?) Within 20 miles I think. It's a rural area.	Local, local is...err...food that is local, from the area I suppose. (Prompt: what area would that be?) Shropshire and Wales as we are so close to the border, yes I would say Shropshire and Wales , they would be local to Oswestry. (Prompt: would you consider a geographical distance for local food?) Yes if its Shropshire and Wales that would be about 100 miles wouldn't it, err that seems a bit far though so maybe North Wales and mid Wales which would make it about 50 miles, that's better , yes.
12		Maybe from local suppliers and local farms. It's a difficult question isn't it because when you think of ingredients in things like bread it might be made locally by Smiths but where do they get all of the ingredients from? It's probably not just Shropshire is it, so it doesn't make sense does it. I bet most people don't think of that do they?
13	It is important if the prices are you know, is good, supply, they have to be able to supply yes sometimes there is a supply and demand...you've got to be consistent haven't you. Oh, our eggs are from Meifod. Our cheese is also quite local (she goes to look at it in the fridge) . Noooo, it's from Preston and it is delivered to us. I can't remember who delivers it off the top of my head, I'm sorry, I never deal with it. Giving back to your local community which is quite important isn't it. I don't particularly like giving money to Tesco and Sainsbury's and I would rather support small independents, that's what I would prefer, yes.	Yes very important, see our menu says "We believe in using local, seasonal and British" so yes it is important to us.
14		Because it's important to use ingredients that we can trust and I think that British meat is the best, you know where it comes from, no hormones like they use in Brazil and America.
15		Yes definitely which is why we don't use a lot of it, we just focus on what is important and what we can get, meat especially, veg, fruit is more difficult, well a wide range of it is. Bread is possible but it's not cheap, and cheese, there are Welsh cheeses we should use more of these shouldn't we (laughs).

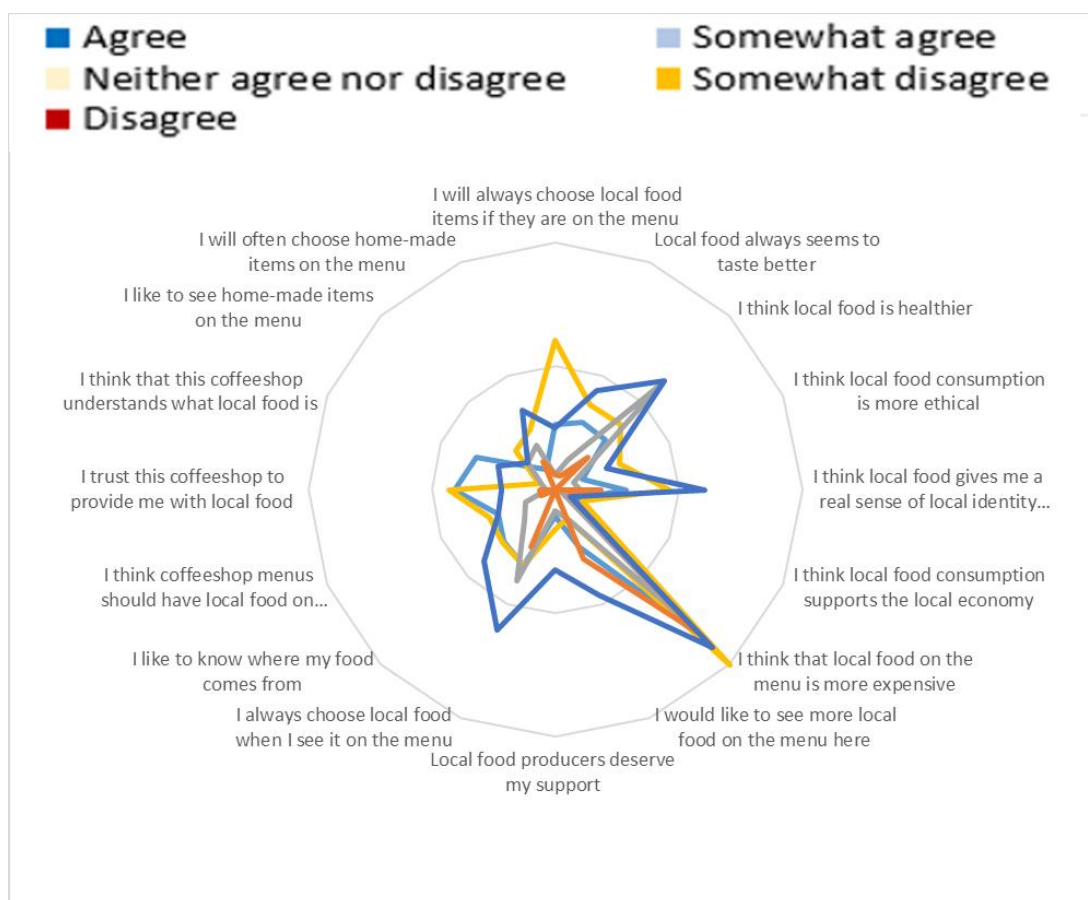
16	Not very often, no, because the prices you know, maybe if we were charging more then they would expect it to be more erm, you know, artisan products you know but no our customers aren't, it's not that sort of customer base. (Prompt: what type of customer). Erm, we get a lot of older people who don't particularly have a lot of money you know. People who are retired, semi-retired so their money has to go a little bit further and we do smaller portions for them as well and we cater for them like that so you know they are. We have a lot of people who are like, maybe, on their own you know, they just want to come out and have something to eat, maybe have a chat with us and other customers so yeah, we don't cater for children because of the stairs and pushchairs.	Not sure, they don't really ask. One thing they do like though is local, British meat , I know that, and I think that's sometimes why they come, they trust us, and it does taste better, I think anyway.
17	We have an awful lot of regulars.	Could be, not sure. I think they come because they like the variety on the menu, it's a nice healthy menu and the food's freshly prepared, no frozen stuff here.
18	No, it doesn't say that they are local, it doesn't. (Prompt: would you like it to?) I don't know, you can build yourself up can't you and then people have much higher expectations, do you know what I mean and then if it's not what they think it's going to be...It's know your market...unique selling point as it's called in the trade.	No, they only ask about allergies (sigh)... but they can see on the menu anyway what is local.
19		Maybe it attracts customers, err...if they trust your meals, it's important to quite a lot of people these days.
20		You can see, Welsh bacon, Radford's, Radford's ham, sausage rolls too, free range eggs and milk.

APPENDIX 4: Customer survey results

Customer findings questions 1-14 and 18-19 depicted as a bar chart

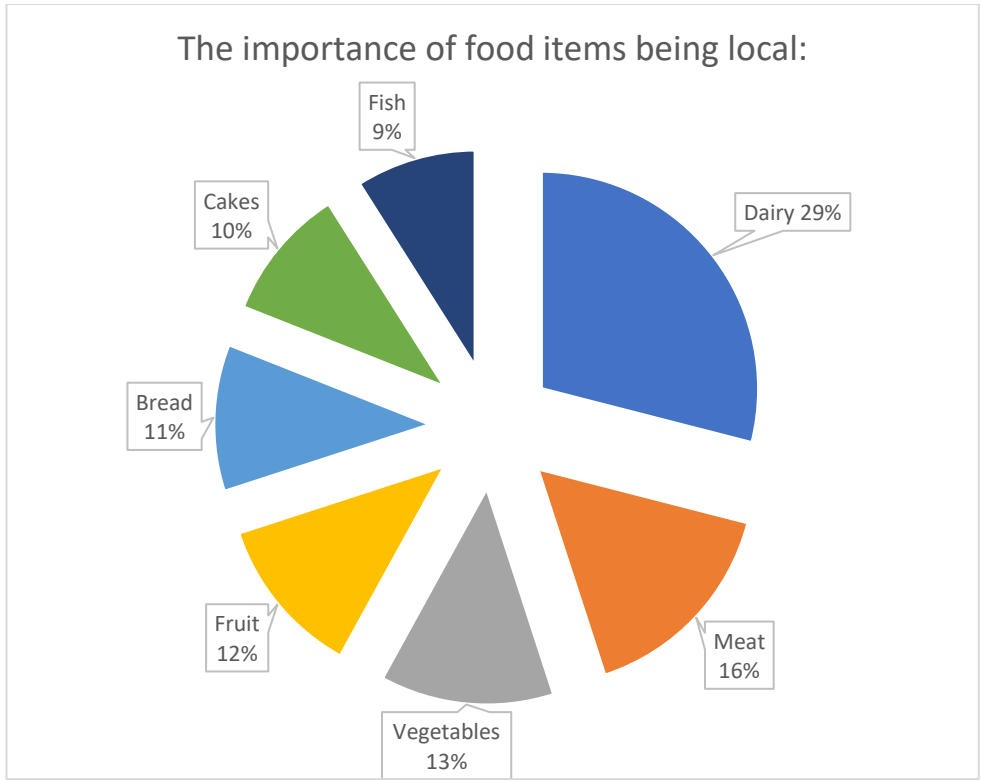


Customer findings questions 1-14 and 18-19 depicted as a radar chart



Question 15: importance 1-7 (1 most important) 15. Which food items you think should be local:

Item	Total	A	B	C	D	E
Dairy 1st	139	42	15	29	31	22
Meat 2nd	156	47	22	23	39	25
Fruit 4th	232	78	26	40	54	34
Vegetables 3rd	164	49	16	32	46	21
Cakes 6th	304	87	39	59	76	43
Bread 5th	239	74	33	43	58	31
Fish 7th	330	99	45	54	84	48



Question 16: Please choose 3 words or phrases to describe what you think local food is.

- Accessible
- All around good for all
- Alternative to processed rubbish
- Amazing
- Animal welfare
- Better
- Better for the planet
- Cakes baked on premises
- Clean
- Close to all parts of the process of production
- Comes from local
- Comes from the local area
- Created
- Does seem more expensive
- Economical
- Economical
- Economical
- Empowering
- Environmentally produced
- Ethical
- Ethical
- Ethical

Ethical in terms of less travel
 Ethically sourced
 Expensive
 Few food miles
 Flavoursome
 Food grown in the local area
 Food produced in the region
 Food produced locally
 Food produced within local counties
 Food sourced locally
 Food sourced within a radius of 20 miles of Oswestry town
 Food that hasn't travelled far
 Free range chickens
 Free range livestock
 Fresh
 Fresh
 Fresh
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 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
 Fresh
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 Fresh
 Fresh Tasty
 Freshly produced
 From businesses located locally
 From farms or others where possible
 Give local producers support
 Good animal welfare
 Good quality
 Grown
 Grown harvested and consumed within a feasible radius

Grown locally
Grown or reared locally
Grown within 10-12 miles Oswestry
Grown within 30 miles of town
Has good nutritional value
Healthier
Healthier
Healthy
Healthy
Healthy
Healthy
Healthy
Healthy
Healthy
Healthy
Healthy
Healthy
Helping local business
Homegrown
Homegrown
Homegrown
Homemade
Homemade
Home-made
Homemade cakes
Important
Less emissions from transport
Less mileage to get on table
Less packaging
Less sugar and salt
Local
Local area
Local classed as anywhere in county
Local distribution
Local farms
Local food is fresh
Local fresh
Local meat (Welsh/English)
Local Oswestry baked bread
Locally grown and sourced
Locally grown vegetables
Locally produced foods

Locally sourced
Made and grown near here
Made on premises
More fresh
Nearby
No additives
No airmiles
Nutritious
Obtainable
Organic
Organic
Organic
Organic
Produce grown within 10 miles
Produced and packed locally
Produced locally
Produced nearby
Produced within 20 miles
Promotion of the town/village
Provides employment locally
Puts back into the local economy
Puts money in the pockets of local farmers
Real
Recipe from the region
Seasonal
Short distances travelled
Shropshire grown and bred
Shropshire/anywhere in county
Something that is sourced without a lot of mileage
Sourced
Sourced from local farms
Support local economy
Support local producers
Supporting community
Supportive
Supportive of community and local industry
Supports community
Supports local businesses
Supports local growers
Sustainable
Sustainable

Sustainable
Sustainable
Tasty
Tasty
Tasty
Tasty
Unique to the town
Using locally sourced ingredients
Veg meat
Where it hasn't travelled far to get here
Wholesome

Frequency 1:



WordItOut

Frequency of 2:



WordItOut

Frequency of 3:



WordItOut

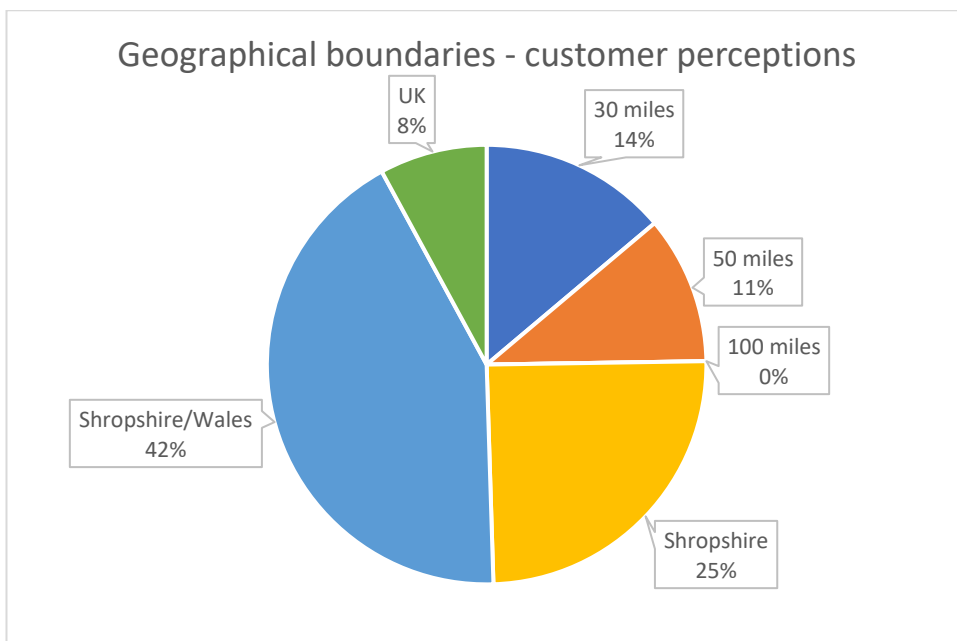
Frequency of 4:



Question 17: 3 SOME GIVING MULTIPLE ANSWERS I think that the local food items on this menu should be sourced from within the following radius:

30 miles	50 miles	100 miles	Shropshire	Shropshire and Welsh Borders	UK	Other
17	13		30	51	9	
14%	11%	0	25%	43%	8%	

% Of responses as multiple answers



20: What did you eat/drink here today? Coded.

Bacon-sandwich

Bacon-Toastie

Banana-cake

Batch-coffee

Beans

Beans-on-toast

Beans-on-toast

Biscuits

Breakfast

Breakfast

Breakfast

Cajun-chicken-taco

Cake

Cake

Cake

Cappuccino

Cheese-and-beans-on-toast

Chilli-jacket-potato

Chips

Chocolate-milkshake

Chocolate-Victoria

Coffee

Coffee

Coffee

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Cold-drink
Coleslaw
Diet-coke
Elderflower
Flat-white
Ginger-cake
Green-tea
Green-tea
Hot-chocolate
Hot-chocolate
Hot-chocolate
Hot-chocolate
Hot-chocolate
Hot-chocolate

Jacket-potato-tuna
Juice
Latte
Latte
Latte
Latte
Latte
Latte
Lunch
Millionaire-shortbread
Mocha
Mocha
Panini
Panini
Panini
Piccalo
Salad
Salad
Sausage roll
Scone
Scone
Smoothie
Smoothie
Tea
Tea
Tea
Tea
Tea
Tea
Tea
Tea
Tea
Tea
Tea
Teacake
Teacake
Teacake
Teacake
Toast
Toast
Toast

Toast
 Toasted-teacake
 Toasted-teacake
 Toasted-teacake
 Toasted-teacake
 Toastie
 Victoria-sponge
 Water

Question 20 results: frequency of 1



21. Did you choose a menu item today that was described as 'local' on the menu? Yes/No

Yes	No
9	67
9/76 12%	67/76 88%

22. Did you choose an item that was described as homemade on the menu. Yes/No

Yes	No
16	52
16/68 24%	52/68 76%

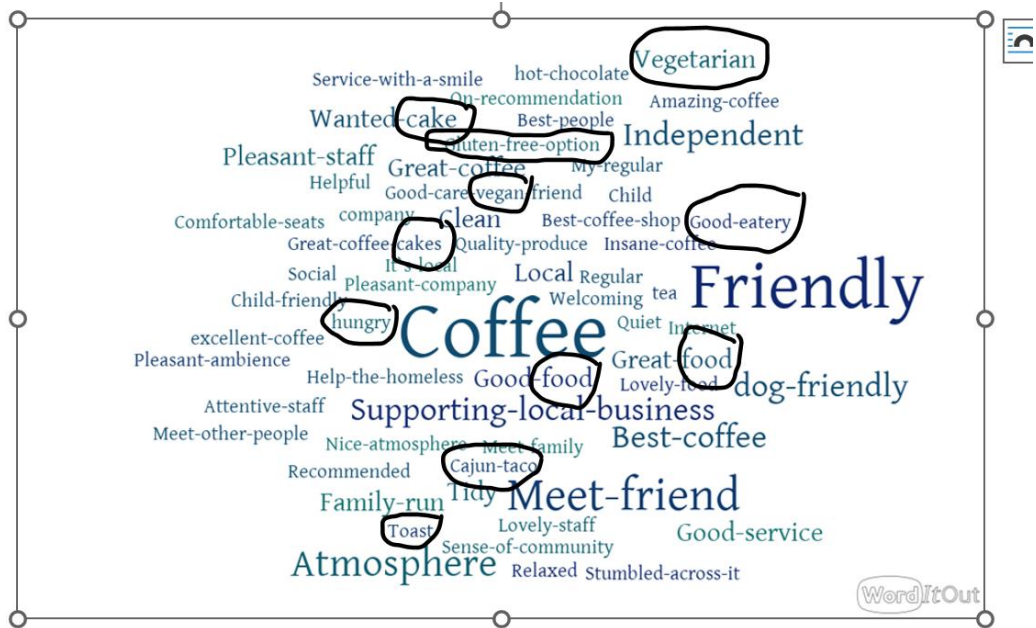
23 Why did you come to this coffee shop today? Coded

Family-run excellent-coffee. Good-care-vegan-friend
 Meet-other-people
 Amazing-coffee
 Attentive-staff

Atmosphere
Best-coffee
Best-coffee friendly atmosphere Family-run
Best-coffee-shop
Best-people
Child-friendly
Clean
Clean
Coffee
Coffee
Coffee
Comfortable-seats
Dog-friendly
Coffee
Toast Coffee
Friendly
Friendly
Friendly
Friendly
Gluten-free-option
Atmosphere
coffee
coffee tea
Good-food
Good-food
Coffee
Great-coffee
Great-coffee
Great-food
Great-food
Helpful
Help-the-homeless
Sense-of-community
hungry wanted-cake hot-chocolate
Independent
Independent
Independent
Insane-coffee
Internet
Vegetarian dog-friendly
Vegetarian dog-friendly


My-regular
It's-local Friendly
Quality-produce Atmosphere Child friendly
Coffee Good-service Pleasant-staff
Coffee Good-service
Local
Local
Lovely-food company
Lovely-staff
Meet-friend
Meet-friend
Meet-friend
Meet-friend
Nice-atmosphere
On-recommendation
Pleasant-ambience
Pleasant-company
Pleasant-staff
Quiet
Recommended
Regular
Relaxed
Service-with-a-smile
Social
Stumbled-across-it
Supporting-local-business
Supporting-local-business
Supporting-local-business
Cajun-taco
Best-coffee
Great-coffee-cakes
Tidy
Tidy
Meet-family
Meet-friend
Good-eatery
Friendly
Wanted-cake
Welcoming

Frequency of 1:



APPENDIX 5: Consent form example

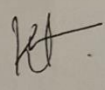
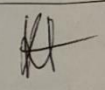
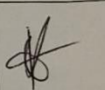
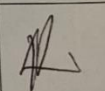
Consent Form: Interviews



Title of Project:
A critical exploration of the importance attributed to 'local' food items, as described on the menus of small independent commercial Hospitality enterprises in a border rural market town.

Name of Researcher: Angela Mackenzie ammackenzie@uclan.ac.uk


Please read the following statements and place your initials in the right hand box.

1. I confirm that I have read and understand the letter provided to me in the week prior to this study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily, where appropriate.	
2. I understand that my participation is voluntary and that I am free to withdraw from the study before 31 st August 20 by emailing ammackenzie@uclan.ac.uk , without giving any reason.	
3. I consent to the interview being audio-recorded (this will be anonymised).	
4. I agree to the use of my anonymised quotations in publications.	

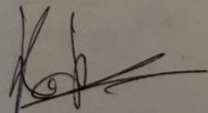
If you have any concerns about this research you can contact the University's Officer for Ethic or the Principal Investigator below. The information you provide should include the study name or description (so that it can be identified), the name of the researcher and the nature of the concern.

University Officer: OfficerforEthics@uclan.ac.uk

Principal Researcher: Professor Richard Sharpley rajsharpley@uclan.ac.uk

Name of Participant:  **Date:**

Preferred contact method and details:

Signature: 

APPENDIX 6: Full list of owner/manager interview questions

1. Do you own or manage this coffee shop?
2. How long have you owned/managed it?
3. Do you own/manage any other hospitality enterprises?
4. Is it an independent enterprise?
5. How many covers does it have?
6. Who writes the menu?
7. How often is the menu changed?
8. When was the menu last changed?
9. Do you have any 'local' food items on your menu? Can you point them out to me? (List)
10. Where do you get your 'local' food items from?
11. Can you tell me what the term 'local' food means to you? (Prompt needed re: geographical distance perhaps).
12. Can you describe 'local' food in any other way for me?
13. Do you think it is important to have 'local' food on your menu?
14. If yes, can you explain why?
15. Does it cost you more to have 'local' food on your menu?
16. Do you think the customer likes to see 'local' food on your menu?
17. Do you think this is one of the reasons they visit your enterprise?
18. Do customers ask you for more details about where you get your 'local' food from?
19. What benefits are there to having 'local' food on the menu?
20. Can you point out your local food items again to me that are on your menu?

APPENDIX 7: Menus A, B, C, D, E coffee shops

COFFEE SHOP A MENU:

YOU ARE FAMILIAR

COFFEE		TEA	
ESPRESSO	2.20	BLACK	ENGLISH BREAKFAST 2.40
MACCHIATO	2.40		DECAFE BREAKFAST 2.40
PICCOLO	2.50		ASSAM 2.40
FLATWHITE	2.70		EARL GREY 2.40
CAPPUCCINO	2.70		LAPSANG SOUCHONG 2.60
LATTE	2.80		DARJEELING 2.80
LONG/SHORT BLACK	2.60		CHAI TEA 2.90
FILTER		GREEN	JADE TIPS 2.40
V60	3.20		JASMINE PEARL 2.80
AEROPRESS	3.20	WHITE	SENCHA GREEN 2.80
A LITTLE SWEETER			PEONY 2.80
HOT CHOCOLATE	2.90	OOLONG	SILVER NEEDLE 3.90
WHITE HOT CHOCOLATE	2.90		YELLOW GOLD 2.80
MOCHA	3.00	ROOIBOS	HONEY ORCHID 3.40
CHAI LATTE	2.90		PURE 2.40
MATCHA LATTE	3.20	FRUIT & HERBAL	GREEN 2.80
TURMERIC LATTE	3.20		HIBISCUS BERRY 2.40
			LEMONGRASS & GINGER 2.40
			TRIPLE MINT 2.60
			CHAMOMILE 2.40
			ROSE & GINGER 2.40
			MOROCCAN MINT 2.40

HOMEMADE		COLD COFFEE		BREAKFAST	
FRESH ORANGE	2.90	ICED LATTE	3.00	TOAST	
LEMONADE	2.70	ICED MOCHA	3.20	CROISSANTS	
TRADITIONAL ICED TEA	2.60	MILKSHAKES		GRANOLA	
ICED BERRY & HIBISCUS	2.60	CLASSIC CHOCOLATE	3.20	MAPLE FROSTED FLAKES	
BOTTLED		WHITE CHOCOLATE	3.20	LUNCH	
KARMA COLA	2.90	STRAWBERRY CHEESECAKE	3.40	FAT RABBIT TAKEOVER	
LEMONY LEMONADE	2.90	ULTIMATE BANANA	3.40	* SEE MENU *	
GINGERELLA	2.90	MARATHON	3.40		
SPARKLING APPLE	2.20	SMOOTHIES			
SPARKLING ELDERFLOWER	2.20	BREAKFAST SMOOTHIE	3.40		
SPARKLING RHUBARB	2.20	BLUEBERRY & GINGER	3.40		
COCONUT WATER	2.50	RASPBERRY & MANGO	3.40		
PINEAPPLE COCONUT WATER	2.50	BERRY GOOD	3.40		
STILL WATER	2.00	MANGO & ICE CREAM	3.20		
SPARKLING WATER	2.00				

WE USE ORGANIC WHOLE MILK AS STANDARD
 (SEMI, SOYA & ALMOND AVAILABLE)





COFFEE SHOP B MENU



Bacon or Sausage sandwich £3.15

BREAKFAST BAP:

with sausage, bacon, egg omelette,
served on warmed focaccia bread **£4.65**

PLATED BREAKFAST, with bacon, sausage, bean
egg omelette and toast **£5.95**

Bacon and egg omelette on toast £4.20

Cheese OR beans on toast £3.50

Poached eggs on crumpets £3.80

Poached eggs on toast £3.80

*Why not add smoked salmon? Yummy and healthy
only £2.00 extra*

Hot Toast hand cut white or wholemeal

Two buttered pieces. **£2.10**

Crumpets (2 x Warburtons) buttered £1.70

SANDWICHES: £6.45

served with a salad garnish, home made coleslaw and crisps

- **Chef's favourite:** Ham and cheese
- **Tuna mayonnaise** with a hint of black pepper
- **Chicken and bacon** bound in creamy mayo
- **Hummus, beetroot** and grated carrot

- **Chicken and bacon** bound in creamy mayo
- **Hummus, beetroot** and grated carrot
Full of veggie goodness
- **Bacon, lettuce** and tomato
Traditional and wonderful
- **Corn beef** with either piccalilli,
English mustard or Branston pickle
- **Roast beef** and horse radish or English mustard
- **Coronation chicken.** Creamy, rich and authentic

Mini Buttie £3.80

*A round of sandwiches with
plain ham or cheese, served with crisps*

PANINIS & TOASTIES £6.45
*Made with freshly cut bread OR a delicious
 toasted half moon panini
 served with a salad garnish, crisps and home made coleslaw*



- Cheese & onion
- Cheese & ham
- Cheese & sliced tomato
- Crispy bacon & cheese
- Feta, ham & tomato
- Tomato & feta
- Brie, bacon & homemade chutney
- Ham, pineapple & cheddar

PANINIS & TOASTIES £6.45
*Made with freshly cut bread OR a delicious
 toasted half moon panini
 served with a salad garnish, crisps and home made coleslaw*



- Cheese & onion
- Cheese & ham
- Cheese & sliced tomato
- Crispy bacon & cheese
- Feta, ham & tomato
- Tomato & feta
- Brie, bacon & homemade chutney
- Ham, pineapple & cheddar
- Corn beef and cheese

Super Salads:
*Made with lettuce, tomato, cucumber, red onion and peppers.
 Boiled rice, red cabbage and mixed bean salad dressing*

- Tuna mayo and boiled egg £5.95
- Feta cheese and olives £5.95
- Ham and cheddar Omelette £6.95

Gluten free pancakes available upon request

- ~~Cheese & bacon~~
- ~~Cheese & ham~~
- ~~Cheese & sliced tomato~~
- ~~Cheese, beans & sausage~~
- ~~Olives, feta & peppers~~
- ~~Tomato & red onion~~
- ~~Ham, pineapple & cheddar~~

JACKET POTATO: £6.45
Served with a lovely salad garnish



- Tuna melt
- Coronation chicken
- Creamy garlic mushrooms
- Feta, ham & tomato
- Cheese & beans

COFFEE SHOP C MENU

MENU
 HOMEMADE & BAKED IN-HOUSE AS MUCH AS WE CAN!
 BREAKFAST UNTIL 11:00AM, LUNCH UNTIL 3:45PM
 SOUP WITH ^{MALTED BLOOMER} SLICED OR SLICED GLUTEN-FREE BREAD £4.95
 ALWAYS (GF) (V) SOMETIMES (Ve) - PLEASE ASK
 SOUP WITH A TOASTIE £6.95 | SWAP TO GLUTEN-FREE BREAD, EXTRA 50P PER S
 PASTRYLESS **QUICHE** (V) & (GF) FETA £5.95
 TOASTED FLATBREAD, OUR FAVOURITE CHOICES ARE:
 - MOZZARELLA, TOMATO & HOMEMADE PESTO (WILD GARLIC) (CONTAINS NUTS) (V) £6.95
 - BBQ PULLED PORK & RED ONION £7.25

SOUP WITH A TOASTIE £5.95
 PASTRYLESS **QUICHE** (V) & (GF) FETA £5.95
 TOASTED FLATBREAD, OUR FAVOURITE CHOICES ARE:
 - MOZZARELLA, TOMATO & HOMEMADE PESTO (WILD GARLIC) (CONTAINS NUTS) (V) £6.95
 - BBQ PULLED PORK & RED ONION £7.25
 TOASTED PANINI, OUR FAVOURITE COMBINATIONS ARE:
 - CHEDDAR WITH ONION AND/OR TOMATO (V) ALL £6.95
 - CHEDDAR WITH **BATTAMS BUTCHERS** HAM
 - CHORIZO SLICES WITH RED ONION & SWEET CHILLI SAUCE
 TOASTIE ON WHITE OR BROWN, WITH UP TO 3 FILLINGS:
 CHEDDAR, HAM, RED ONION, TOMATO, CHORIZO, SWEET CHILLI SAUCE

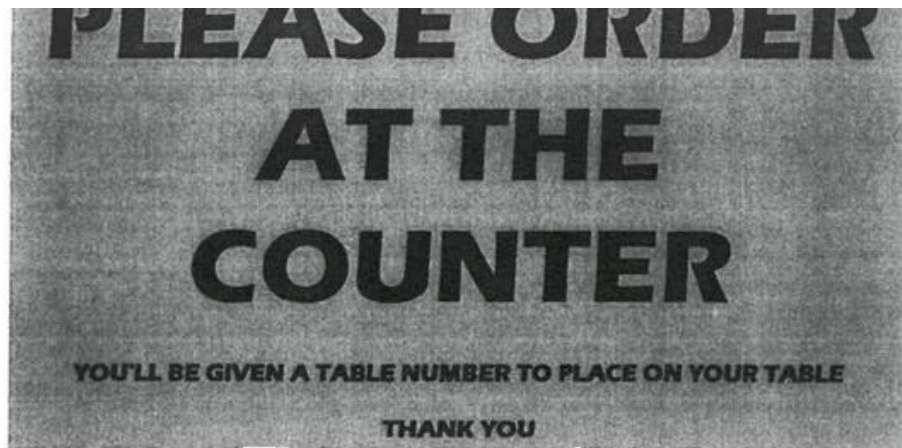
TOASTED PANINI, OUR FAVOURITE COMBINATIONS ARE:
 - CHEDDAR WITH ONION AND/OR TOMATO (V) £6
 - CHEDDAR WITH **BATTAMS BUTCHERS** HAM
 - CHORIZO SLICES WITH RED ONION & SWEET CHILLI SAUCE
 TOASTIE ON WHITE OR BROWN, WITH UP TO 3 FILLINGS:
 CHEDDAR, HAM, RED ONION, TOMATO, CHORIZO, SWEET CHILLI SAUCE
BATTAMS BUTCHERS:
 - SAUSAGE ROLL £5.75
 - CHICKEN & HAM PASTY £6.25
 ABOVE MEAL OPTIONS ARE SEEN



COFFEE SHOP D MENU

<p>WELCOME TO</p>  <p>CAFE</p> <p>FOOD SERVED FROM 11.00AM TILL 4.00P.M</p>	
<p>SOUP OF THE DAY</p> <p>£3.95</p> <p>(SERVED WITH A BREAD ROLL)</p>	
<p>PANINI</p>	
TOASTED WITH SALAD OR CHIPS	£6.65
TOASTED EAT IN	£4.75
TOASTED TO TAKE AWAY	£4.75
<p>SANDWICHES</p>	
PLAIN	£3.75
TOASTED	£3.75
TOASTED WITH SALAD OR CHIPS	£5.65
<p>PANINI & SANDWICH FILLINGS:-</p> <ul style="list-style-type: none"> • CHEDDAR & TOMATO CHUTNEY • TURKEY, BRIE & CRANBERRY • BRIE & MANGO CHUTNEY • MOZZARELLA, TOMATO & CARAMELISED ONION CHUTNEY • TUNA MAYO & CHEDDAR • CAJUN CHICKEN, MOZZARELLA & SWEET CHILLI • PASTRAMI ,STILTON & PLUM CHUTNEY • CORONATION CHICKEN • SPINACH, MASCARPONE & PESTO • BACON & BRIE 	
<p>SIDE ORDERS</p>	
MIXED SALAD	£1.90
<p>JACKET POTATOES</p>	
BEANS	£4.85
TUNA MAYONNAISE	£4.95
CHEDDAR CHEESE	£4.95
BUTTER	£3.95
CHILLI CON CARNE	£5.45
CORONATION CHICKEN	£5.45
CHEESE & BEANS	£5.45
<p>(SERVED WITH SALAD & COLESLAW)</p>	
<p>WELSH CHEESE & LEEK QUICHE WITH SALAD, COLESLAW AND BEETROOT CHUTNEY</p> <p style="text-align: right;">£5.65</p>	
<p>FISHCAKES, CHIPS, GARDEN PEAS AND SALAD</p> <p style="text-align: right;">£5.65</p>	
<p>BATTERED COD, CHIPS, GARDEN PEAS AND SALAD</p> <p style="text-align: right;">£5.65</p>	
<p>CHICKEN NUGGETS, CHIPS & SALAD</p> <p style="text-align: right;">£5.65</p>	
<p>TOMATO PESTO PASTA</p> <p>PASTA COOKED IN A TOMATO, PESTO HERB SAUCE. £6.75</p>	
<p>PASTA MILANO.</p> <p>PASTA IN A CREAM SAUCE WITH CHICKEN, BACON AND SPINACH. £6.75</p>	
<p>PASTA CARBONARA.</p> <p>PASTA IN A CREAM SAUCE WITH HAM AND MUSHROOMS. £6.75</p>	
<p>CAJUN CHICKEN & TOMATO PASTA.</p> <p>PASTA IN A CREAMY TOMATO SAUCE WITH CAJUN CHICKEN. £6.75</p>	
<p>FROM THE HOTPLATE</p>	
<p>"WELSH" BEEF LASAGNE & CHIPS</p> <p>PRIME WELSH BEEF COOKED IN A BOLOONNAISE SAUCE LAYERED BETWEEN SHEETS OF PASTA TOPPED WITH A WELSH CHEDDAR CHEESE SAUCE £6.75</p>	
<p>BAKED MACARONI CHEESE</p> <p>MACARONI COOKED IN A CHEDDAR AND PARMESAN CHEESE SAUCE BAKED IN THE OVEN £6.45</p>	
<p>(ALL SERVED WITH SALAD & GARLIC BREAD)</p>	

COFFEE SHOP MENU E



WIFI CODE:

BREAKFAST

AROMA BREAKFAST (served until 11.30am) - 2 egg, 2 bacon, 2 sausage, beans, cooked tomato, & 2 ..	£6.50
<small>slices of toast</small>	
OLYMPIC BREAKFAST (served until 11.30) - 2 egg, 2 bacon, 2 sausage, 2 hash brown, 2 black	£8.25
<small>pudding, beans, cooked tomato & 2 slices of toast</small>	
VEGETARIAN BREAKFAST (served until 11.30am) - 2 egg, 2 hash browns, cooked tomato, beans & ..	£5.80
<small>2 slices of toast</small>	
BREAKFAST CIABATTA (served until 11.30am) - 2 sausage, 2 bacon & an egg on a warm ciabatta ...	£5.95
BUILD A BREAKFAST (served until 11.30am) - PRICED PER ITEM - Bacon 90p - Sausage 90p - Egg 80p -	
<small>Beans 75p - Tomato 60p - Toast 90p - Hash Brown 65p - Black Pudding - 75p</small>	
BREAKFAST PIZZA (served until 11.30am) - cheese, sausage, bacon & fried egg	£7.75
BACON SANDWICH	£3.95
BACON & SAUSAGE SANDWICH	£4.70
BACON, SAUSAGE & EGG SANDWICH	£5.20
SAUSAGE SANDWICH	£3.95
BEANS ON TOAST	£4.70
EGG ON TOAST	£4.70
LARGE TOASTED TEACAKE served with 3 butter portions - additional butter portions 5p - jam or	£1.95
<small>marmalade portions 10p each</small>	
1 x CRUMPET served with 1 butter portion - additional butter portions 5p - jam or marmalade portions ..	£1.00
<small>10p each</small>	
1 X SLICE OF TOAST served with 2 butter portions - additional butter portions 5p each - jam or	£0.90
<small>marmalade portions 10p each</small>	
CROISSANT served with 2 butter portions - additional butter portions 5p - jam or marmalade portions ..	£2.35
<small>10p each</small>	
PAIN AU CHOCOLAT	£2.35
PORRIDGE	£2.60

LIGHT BITES

HOME MADE SOUP OF THE DAY - with granary bread & butter	£3.95
Ⓢ BOWL OF OLIVES	£2.70
Ⓢ BRUSCHETTA	£3.95
Ⓢ SPICY COUS COUS - with salad garnish	£4.25
Ⓢ GARLIC DOUGH BALLS - with salad garnish	£5.25
Ⓢ JACKET POTATO WITH SALAD: choice of fillings: - tuna, cheese, beans, beef ... chilli, cream cheese or coleslaw we charge 70p for each additional filling	£5.45
Ⓢ BRIE, BEETROOT & WALNUT WELLINGTON - with salad garnish	£5.95
BLACK PUDDING & POACHED EGG - on a toasted ciabatta	£5.65
Ⓢ BAKED BRIE - caramelized onion, granary toast & celery sticks	£5.95
Ⓢ POTATO SKINS - cheese & bacon or cheese & onion	£6.75
Ⓢ DIPPING BREADS - warm breads, olive oil & balsamic vinegar	£3.95
Ⓢ HOUMOUS & PITTA BREAD PLATTER - with olives, celery & salad	£6.95

MAINS

LIVER & ONIONS - with mashed potato topped with bacon	£8.25
MOROCCAN BEEF - with spicy cous cous	£10.95
FISH CAKES - smoked haddock & cheese centre served with salad	£8.95
CHICKEN KEBABS - served with salad & bbq sauce	£7.25
QUICHE LORRAINE - served with side salad	£7.95
CURRY OF THE DAY - with rice & naan bread	£8.95
Ⓢ SOMERSET BRIE & BEETROOT TART - served with side salad	£7.95
Ⓢ CHEDDAR CHEESE, CORNISH CLOTTED CREAM & LEEK TART - served with ... side salad	£8.25
BEEF CHILLI & RICE - with tortilla chips	£8.25
BEEF LASAGNE - served garlic bread & salad	£9.25
Ⓢ ASPARAGUS, BROAD BEAN & ROASTED GARLIC RISOTTO - with garlic bread & salad	£9.95
SALMON PASTA BAKE - penne pasta, salmon in a cheese sauce	£8.95
ALFREDO CHICKEN & CHORIZO PASTA - served with garlic bread & salad	£9.25
BBQ CHICKEN BACON BURGER - served with side salad, torilla chips & coleslaw	£8.25
add cheese 50p	
Ⓢ CHEESE NACHOS - with sour cream & salsa	£6.95
add beef chilli or chicken £1.95 each	

SALADS

HOT CHICKEN & BACON SALAD	£8.95
Ⓢ BLUE CHEESE, WALNUT & BEETROOT SALAD	£8.95
CHICKEN CAESAR SALAD	£9.95

Dressings: French, Balsamic, Caesar or Olive Oil

**ALL PANINI, SANDWICHES & TOASTIES
ARE SERVED WITH TORTILLA CHIPS & SALAD**

SANDWICHES

TUNA, CUCUMBER, RED ONION & PEPPERS	£5.60
CHICKEN, BACON & MAYONNAISE	£5.85
HAM, LETTUCE & BEETROOT	£5.75
Ⓢ HOUMOUS & TOMATO	£5.75
CREAM CHEESE, HAM & CUCUMBER	£5.75
SWEET CHILLI CHICKEN	£5.85
Ⓢ BRIE & CARAMELIZED ONION	£5.60
AROMA CLUB SANDWICH - triple stacked chicken, bacon, lettuce & tomato	£6.85

TOASTIES

Ⓢ CHEDDAR CHEESE	£5.65
CHEDDAR CHEESE & BACON	£6.00
CHEDDAR CHEESE & HAM	£6.00
Ⓢ CHEDDAR CHEESE & ONION	£5.85
Ⓢ CHEDDAR CHEESE & TOMATO	£5.85
TUNA MELT	£5.95

OPEN PANINI

BRIE & BACON	£6.70
CHEDDAR CHEESE & HAM	£6.65
CHICKEN & BACON MELT	£6.85
BBQ CHICKEN MELT	£6.85
SPICY BEEF & HORSERADISH MELT	£6.75
MEXICAN CHICKEN MELT	£6.85
TUNA MELT	£6.50

FOCACCIA

CHICKEN, BACON & CHEESE - served with tortilla chips, coleslaw & side salad	£8.25
CREAM CHEESE & ROASTED PEPPERS - served with tortilla chips, coleslaw & side salad	£7.95
HOUMOUS & CARAMELIZED ONION - served with tortilla chips, coleslaw & side salad	£7.95
BRIE & CARAMELIZED ONION - served with tortilla chips, coleslaw & side salad	£7.95

PIZZA

Ⓢ MARGARITA - cheese & tomato	£7.70
PEPPERONI - cheese & pepperoni	£8.65
TUNA MELT - cheese, red onions & peppers	£8.25
SPICY BEEF - cheese & jalapenos	£9.50
BBQ CHICKEN - cheese, chicken, peppers & BBQ sauce	£8.75
CAJUN CHICKEN - cheese, red onion & jalapeños	£8.75
Ⓢ VEGETARIAN - cream cheese & roasted peppers	£8.25

KIDS MENU

Ⓢ MACARONI CHEESE	£3.95
MEATBALLS & PASTA SHAPES	£4.25
KIDS SANDWICH: tuna, cheese or ham - served with nachos	£1.95

SOFT DRINKS

PEPSI	£2.20
DIET PEPSI	£2.20
LEMONADE	£2.20
J20'S	£2.40
BOTTLEGREEN ELDERFLOWER PRESSE	£2.35
FENTIMANS GINGER BEER	£2.65
APPLE JUICE	£2.60
ORANGE JUICE	£2.60
SODA & LIME	£1.50
TONIC WATER	£2.00
CORDIAL - orange or blackcurrant	£1.00
SMALL BOTTLED STILL WATER	£1.25
SMALL BOTTLED SPARKLING WATER	£1.30
ICED TEA'S - original, peach, watermelon or cucumber & mint	£2.90

BEER- WINE- CIDER

PERONI - 330ML	£3.60
STELLA - 330ml	£3.50
MAGNERS CIDER - 568ml	£3.85
HOBGOBLIN - 500ml	£3.95
HOUSE WHITE - 175ml	£4.60
HOUSE WHITE - 250ml	£5.65
HOUSE WHITE BOTTLE	£15.50
HOUSE ROSE - 175ml	£4.50
HOUSE ROSE - 250ml	£5.55
HOUSE ROSE BOTTLE	£14.95
HOUSE RED - 175ml	£4.55
HOUSE RED - 250ml	£5.60
HOUSE RED BOTTLE	£15.25
PROSECCO - 200ml	£6.50
PROSECCO BOTTLE	£21.95

*125ml also available on the wine

SMOOTHIES £3.40

Strawberry, Mango, Peach, Banana, Lemon, Mango & Passionfruit,
Blackberry & Blueberry, Raspberry & Blackcurrant

THICK MILKSHAKES £3.30 - £3.60

Almond, Amaretto, Banana, Butterscotch, Caramel, Chai, Chocolate, Cinnamon, Gingerbread,
Fudge, Hazelnut, Irish Cream, Mint, Raspberry, Strawberry, Toffee or Vanilla
Oreo Blast, Aero Bubbles, Malteser, Smarties, After Eight or Ferrero Rocher

FRAPPES £3.40

Coffee, Mocha, Vanilla, Chocolate or Sticky Toffee

APPENDIX 8: Food items identified as local (including suppliers)

Question 9 results with a focus on Nouns, Adverbs and some relevant Adjectives but with Pronouns and Connectives removed: foods and suppliers included.

source local produced locally local-supplier, small-independent-companies. local Battam`s-butchers-pies chicken-and-ham-pasties, ham, butchers Snowdonia- Cheeses-Wales local-cheese supplier local-supplier cheese bacon local butcher locally-sourced-bread-Caroline`s cash-and-carry, Sainsbury`s Booker Sainsbury`s fruit veg M&S-milk baguettes bacon butter coffee-beans-Mark-Bridgenorth, local, price Jamie-Ward`s-sausages, Clun-Valley-Bacon, price Radford`s-ham-bacon, local-supplier local-farmers, British, bread local, Smith`s- bakery milk and eggs local-supplier Hartshorns. Sainsbury`s local locally-sourced. Woodward`s salads coleslaw market Liverpool Birmingham British-fava-beans veg salad local-market, Linda-indoor-market veg Sainsbury`s local-supplier eggs cheese quiche.

Question 9 word-cloud results frequency of 1:

(The reference to **Clun Valley Bacon** and **Jamie Ward`s sausages** was an aspiration that one of the coffee shop managers stated if they could afford it but they felt these products were too 'pricey' to use- all other results were actual rather than aspirational).



WordItOut

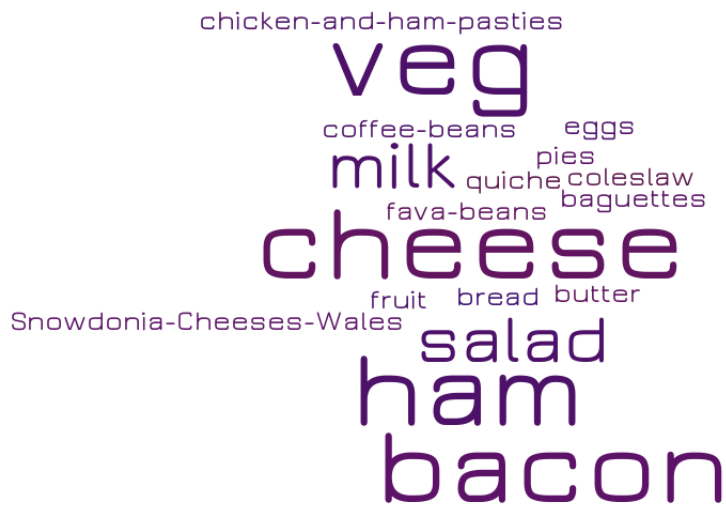
Results frequency of 2:



WordItOut

Question 9 results -only foods included (without suppliers) :

pies chicken-and-ham-pasties, ham Snowdonia- Cheeses-Wales cheese cheese bacon fruit veg milk baguettes bacon butter coffee-beans ham bacon bread milk salads coleslaw fava-beans veg salad veg eggs cheese quiche



WordItOut

APPENDIX 9: Owner/manager Interviews- supermarkets

References made to '[Supermarket](#)'/[Sainsburys](#), [Morrisons](#), [Iceland](#), [Aldi](#) and [Marks and Spencer](#) ([Tesco](#)- not used or in [Oswestry](#)):

Coffee shop B:

Erm we tend to supplement all the orders that come through by literally going round all the **supermarkets** because literally they've got better offers on than the suppliers and because we don't, we're not a huge bulk buyer and compared to other restaurants we can get say 6 items of the same thing like say Philadelphia erm it might be on offer for 80p each from one **supermarket** like [Morrisons](#) so we'll go to [Morrison`s](#) and then go to Aldi and do a shop there. We find that the quality of the **supermarket** food can be better.

I don't think there is a dish, as such that is more local than others because like I say we've gone and fetched a load of stuff, it may be from the local **supermarket** and it could have come from Czechoslovakia as far as I know erm so it's not overly local in that sense

Coffee shop C:

Erm and then we use, we get our milk delivered from Edward's dairy which is in Chirk yes, we do have a few local! Vegetables, erm, sometimes we get them from Rowlands who used to be in Oswestry but they merged with a company which is in Shrewsbury now and also **sometimes supermarkets** when we have run out of things.

Coffee shop G:

We get most of our food from the **supermarkets** around the corner, [Sainsbury`s](#) and [Iceland](#). The milk and the eggs are delivered by Edwards dairy every day and that's local I think. Well, he uses local.

References to 'Sainsburys':

Coffee shop F:

Yes, we have British fava beans on the menu and we get our veg and salad from the local market {Oswestry}, it's just outside on a Wednesday and Linda in the indoor market is there too on some days for veg if we need extra. **There's always Sainsbury`s too (laughs).**

Yes, definitely it does yes. **Do you know the price of local cheese if you buy it direct, it's twice the price of going to Sainsbury`s and you can get the same cheese there cheaper. Must be their buying power, buying in bulk will reduce the cost won't it.**

Coffee shop G:

Yes a lot more and I would worry about being supplied too. I need a reliable supply at least I know [Sainsbury`s](#) and [Iceland](#) always have what I need.

Coffee shop I:

Erm, we get our bread from Caroline's next door erm most of the other stuff erm well comes from the cash and carry, and [Sainsbury`s](#) if I'm honest.

Giving back to your local community which is quite important isn't it. I don't particularly like giving money to Tesco and Sainsbury's and I would rather support small independents, that's what I would prefer, yes.

Coffee shop J:

Yes, we do, we have Radford's ham and bacon, they are a local supplier. I assume they get them from local farmers, not sure, never asked actually, they must do round here... I know it's British, look it says so on the menu. The bread is local, from Smith's bakery and I get the milk and eggs from a local supplier too, Hartshorns. **The rest I get from Sainsbury's which is just around that corner (laughs and points).**

References to Iceland:

Coffee shop G:

We get most of our food from the supermarkets around the corner, Sainsbury's and Iceland. The milk and the eggs are delivered by Edwards dairy every day and that's local I think. Well, he uses local.

Yes a lot more and I would worry about being supplied too. **I need a reliable supply at least I know Sainsbury's and Iceland always have what I need.**

References to Morrisons:

Coffee shop B:

Radford's, local dairy, Hartshorns, Harlech food supplier and Nuttall's quite often. Erm we tend to supplement all the orders that come through by literally going round all the supermarkets because literally they've got better offers on than the suppliers and because we don't, we're not a huge bulk buyer and compared to other restaurants we can get say 6 items of the same thing like say Philadelphia erm it might be on offer for 80p each from one supermarket like Morrisons so we'll go to Morrison's and then go to Aldi and do a shop there. **We find that the quality of the supermarket food can be better.**

I don't think there is a dish, as such that is more local than others because like I say we've gone and fetched a load of stuff, it may be from the local supermarket and it could have come from Czechoslovakia as far as I know erm so it's not overly local in that sense. It tends to be the fruit, the veg, cake wise as well. We have quite a lot of locally things....so it's difficult to point out a particular thing. They've all got elements of it for example the brie, bacon and chutney, well the chutney is all locally sourced, the onions and then the bacon but the **brie wouldn't be, it would be from Morrison's (laughs).**

Reference to Aldi:

Coffee shop B:


Radford's, local dairy, Hartshorns, Harlech food supplier and Nuttall's quite often. Erm we tend to supplement all the orders that come through by literally going round all the supermarkets because literally they've got better offers on than the suppliers and because we don't, **we're not a huge bulk buyer and compared to other restaurants we can get say 6 items of the same thing like say Philadelphia erm it might be on offer for 80p each from one supermarket like Morrisons so we'll go to Morrison's and then go to Aldi and do a shop there. We find that the quality of the supermarket food can be better.**

Reference to Marks and Spencer

Coffee shop I:

Erm, we get our bread from Caroline`s next door erm most of the other stuff erm well comes from the cash and carry, and [Sainsbury`s](#) if I`m honest (Prompt: which cash and carry). Booker in Wrexham, Tony goes. [Sainsbury`s](#) I do for fruit and veg and [M&S](#) for the milk


An audit form: veg., salad and fruit



Vegetables	Veg.								
Salad	Salad								
Fruit	Fruit								

7


An audit form: bread and cakes



Bread	Bread								
Cakes etc.	Cakes etc.								

8

An audit form: fish and other products



Fish	Fish								
Other products (meat)	Other products (meat)								


9

5). Menu provenance stories to adapt:



10

5a). Example menu: to!st



we're claire and paul!

to!st is an award-winning cafe and eatery where you can enjoy breakfast, lunch, afternoon tea or sharing platters with friends. We aim to provide seasonal produce, sourced locally from local farms and the surrounding area. The operation is a mix of great cheese, vegetables and what's more, we have a selection of vegetarian and vegan options, and a range of dairy free milk for customers with specific dietary requirements.

to!st offers a variety of hot drinks and we have worked with a local supplier to offer our customers a beautiful house blend coffee which provides a smooth, full bodied cup. We also offer a range of seasonal dishes, from breakfast, soup, sandwiches and a selection of cakes that are simply delicious.

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5b). Example menu: Secret Garden Café



"Necessity is at the heart of what we do"

The Secret Garden Café is an independent cafe in the heart of New Park, with top environmental values. This is a Green Key accredited business.

The cafe operates an award-winning seasonal and organic ingredients. Everything is sourced from the surrounding area.



The cafe serves specialty coffee from a selection of different specialty coffee roasters and serves local eggs from the property when choosing our suppliers.

Partnering with Middletons Farm and other local producers, the Secret Garden Café works to provide fresh, seasonal produce for its customers. The cafe is a member of the local food network and is committed to supporting the local food network.



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5c). Example menu: Greenhouse Cafe and Kitchen

13

5d). Example menu : Wildflower Kitchen




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6). Supplier list (disclosure: suppliers are not endorsed by the author)

Products	Local Supplier(s)	On the supplier list (checked)	Location	Distance from University
Veget	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
Fruit	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
Bakery/Cake	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10
	Supplier of local produce	Yes	London	10

15

Item	Supplier(s)	Yes	Distance	Item	Distance
Vegetables and Fruit	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
Bakery/Cake	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10
	Supplier of local produce	Yes	10	Supplier of local produce	10

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References:

Journals:

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- Reardon, B., Hertzke, J., Tarr, P., Jones, P., Phipps, C., Chapman, D., and Cook, R. (2011). Local food: understanding consumer motivation to purchase local produce. *British Food Journal*, 113(7), 880-888.
- Stoll, C., Terragni, L., and Tröbsen, R. (2017). The local: the greenwashing of local food between producer and consumer. *Anthropology of Food*, 14. (See also: 1-10).

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