



WHY

use local products in your restaurant?



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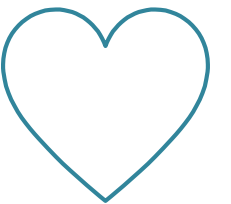


WHY use local products in your restaurant?

There are many reasons WHY you should consider buying **local products*** for your restaurant, from cheese to wine, from fruit to other ingredients such as vegetables and meat, for example.

Besides the economic ones there are also social, environmental and health reasons.

Those local products may also have a very positive impact on the "health" of your business!



* The concept of “local product” is related to small-scale production and community-based economy rather than to a predefined geographical distance.

It means buying from nearby producers or shops (in the village, neighbourhood, region...) or direct purchasing from other small producers (short-circuit food systems).





ADCMoura

WHY use local products in your restaurant?

This option has cross-cutting effects on all its dimensions, generating gains for the **local economy, society in general and the environment**.

These positive integrated impacts on your territory are very important and correspond to recent, more **sustainable and responsible consumption trends**, in which your restaurant can play a relevant role.

Let's look at some of the reasons **WHY!**

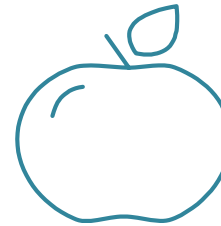


WHY use local products in your restaurant?

Locally sourced food products are potentially fresher, tastier and healthier

By reducing the time between harvest and consumption, it is possible to get recently-picked products – such as vegetables and fruit – with the best degree of ripeness and flavour.

It also ensures that those products retain their **nutrients, which are beneficial to your health**, and that would otherwise be lost over time or require the use of additives for their preservation.



Note that "buy local" should also mean "buy safe."

Certified products (such as DOP, IGP and other quality labels) are traceable products. In other cases, it is important to confirm that the production conditions meet the necessary food safety requirements.

EFSA - European Food Safety Authority guides you on this process "from field to fork".



WHY use local products in your restaurant?

Whether you purchase fruit, vegetables, or meat, eggs, cheese, honey, etc., from small local producers, you can profit from all the **advantages of seasonality**.

For example, season products could be the inspiration for tasty menus varying over the year.

You may even find new vegetables and other products grown in your region that were unknown to you.





Try and check the "food miles" of the products you are using in your restaurant to have an idea on how big is your impact on the environment.



WHY use local products in your restaurant?

Buying locally is more environmentally friendly

Local sourcing contributes in various ways to the **reduction of greenhouse gas emissions** in the agri-food sector, especially if it involves the replacement of imports, whenever possible.

The impacts cover the whole process "from farm to fork": production, processing, packaging, preservation, distribution,...





WHY use local products in your restaurant?

Whenever distances are shorter there is a **positive impact in terms of transport**. This means less energy consumption, less noise, less air pollution, traffic, infrastructure costs...

Packaging materials are reduced, as there is no need to preserve products for long periods. Also, quantities can be adjusted to the needs, thus contributing to the **reduction of waste**.

Lower-carbon farming systems are also favoured, with potential multiple effects on the sustainability and quality of life in rural areas.



WHY use local products in your restaurant?

Local food sourcing contributes to the preservation of rural areas

Supporting local production helps fight the abandonment of small-scale farming and rural areas by promoting the diversification and sustainability of food production.

This diversity is often linked to the enhancement of local fruit, vegetable, and animal varieties, helping to maintain their unique tastes - a legacy passed from generation to generation, in many cases at risk of extinction.



COLHER PARA SEMEAR

**REDE PORTUGUESA
DE VARIEDADES TRADICIONAIS**

Some organisations, like COLHER PARA SEMEAR in Portugal, fight agro-biodiversity loss, by collecting and preserving regional (sometimes very rare) seeds of vegetables and fruits.



WHY use local products in your restaurant?

It also makes an invaluable contribution to the preservation of **biodiversity, landscaping, and the identity** of rural areas.

In a diverse and multifunctional agricultural system, the species best adapted to the territory allow for more sustainable **soil and water management**.

Therefore, you can decrease the **ecological footprint of your business!**





WHY use local products in your restaurant?

Buying locally helps strengthen the community

A direct relationship with the producers **increases your access to information about the products** you are buying.

In most cases, you will be able to visit the production site and follow the whole process.

In some of the **short-circuit systems**, you may even get to participate in production decisions, that should be adapted to all those involved and require commitment and sharing of responsibilities.



Community Supported Agriculture (CSA) is a partnership between farmers and consumers in which the responsibilities, risks and rewards of farming are shared. Different initiatives can be found all over the world.

Urgenci gathers some of them.



CSKIN network fosters knowledge exchange and innovation related to short food supply chain (SFSC).



PROVE is an example of a SFSC in Portugal.



WHY use local products in your restaurant?

The development of local production and consumption networks is generally beneficial for all stakeholders involved and for the territory.

This fosters business opportunities, the sharing of ideas, as well as the planning of joint promotional and marketing activities.

It's usual to buy products and services from each other, as is promoting each other's businesses to third parties. But above all, collaborative processes are developed, strengthening social capital.

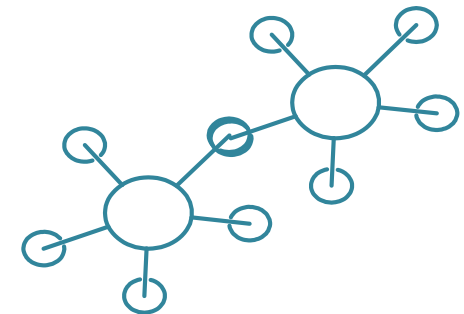




WHY use local products in your restaurant?

Cooperation and networking are essential for the success of small businesses.

The more you connect to other activities and other local producers the more you contribute to increasing the resilience and attractiveness of your territory.



WHY use local products in your restaurant?

Buying locally helps strengthen the local economy

Helping your neighbour farmers and small producers in the agri-food sector to maintain and develop their businesses contributes **to increasing income and employment** in your territory.

Studies show that those revenues are mostly spent/invested in the same territory. This generates knock-on effects on the entire local economy.



WHY use local products in your restaurant?

Maintaining resident populations in these areas and improving their income are key factors for supporting **proximity consumers**.

The increased attractiveness draws other people to the territory, bringing a **new clientele**, which will also benefit your restaurant.





Through our food choices we can influence how food is cultivated, processed and distributed, and change the world as a result. This is what drives the [Slow Food Movement](#), launched in Italy and now a global movement.



WHY use local products in your restaurant?

Buying local produce sets your restaurant on the path to the future

More [ethical and sustainable consumption](#) is a trend in today's society.

So, choosing local products is also a [marketing plus](#) for your restaurant.

Movements such as “Slow Food” or “Zero Kilometer” are expanding.



The use of labelled food in your restaurant should be advertised, whether it is DOP, IGP, from sustainable fishing, organic, etc.

There are also labels for restaurants embracing responsible policies, like “Km0 Alentejo”



WHY use local products in your restaurant?

Some **labels** help demonstrate that your restaurant has environmental and social concerns.

A **menu** referring local ingredients and their producers is also a very effective communication tool in this regard.

And local produce do not imply regional gastronomy. You can use locally grown products and offer your customers international cuisine. Why not serve sushi made with fish from the Azores?





WHY use local products in your restaurant?

So, your option to use local produce should be clearly included in your restaurant's communication strategy.

In addition to “good publicity”, you are likely to anticipate **future changes in legislation**, which has also been following the trend mentioned earlier.

Concerns about health and the development of rural territories have influenced these changes. There will be gains from this anticipation.





WHY use local products in your restaurant?

Buying local produce can help you make more money from your business.

It will also make you feel more involved in the building of a better future for small rural communities and your territory.

In the following chapters you will find tips on HOW, WHEN, WHERE, and WHAT to develop this strategy.



WHY use local products in your restaurant?

Find out more information, inspiration and ongoing processes in the Kus Kitchen Resource Box.



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Join in!



PT

#catalogueoflocalproducts |
#localproducers | #shortcircuits |
#Algarve

AGROTUR



AGROTUR is developed by NERA, Universidade do Algarve and Tertúlia Algarvia. It aims to foster the consumption of locally-grown products from low-density population areas of the tourism region of Algarve, especially by hotels, resorts, and restaurants. Farmers can advertise their products and clients can place their orders on this website.



Stay informed!



#foodmiles | #tags | #tags...

Food miles calculator

Food miles are a way of attempting to measure how far food has travelled before it reaches the consumer. It is a good way of looking at the environmental impact of foods and their ingredients. It includes getting foods to you, but also getting waste foods away from you, and to the landfill!



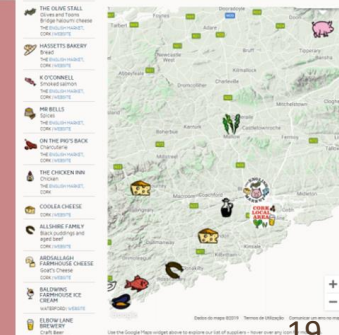
Get inspired!



#tags

MARKET LANE RESTAURANT & BAR

Market Lane is an award-winning restaurant and bar situated on Oliver Plunkett Street, in the heart of Cork city centre. Serving over two floors we offer great food and amazing value. Where possible we use ingredients from The English Market and local artisan producers to make up our menu which has a wide range of fish, salads, meat, game and sandwiches, in addition to coeliac and vegetarian dishes and a healthy kids menu..



<https://www.marketlane.ie/>