

AIHR Guests on Earth conference on ‘Local Food for Vital Regions: Facts and Myths’

Abstract

THE MANAGERIAL IMPLICATIONS OF LOCAL FOOD

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I. Abstract

The world faces serious challenges and many of those involve the current food behavior. People have been seduced in liking food and drinks that are neither healthy nor good for the environment. Health councils around the world agree: we should go back to eating freshly cooked meals, with an abundance of vegetables and fruits, and low in red meat, salt and sugar and all kinds of refined and synthetic ingredients. Such a diet, however locally prepared and flavored would be better for the people and for the planet.

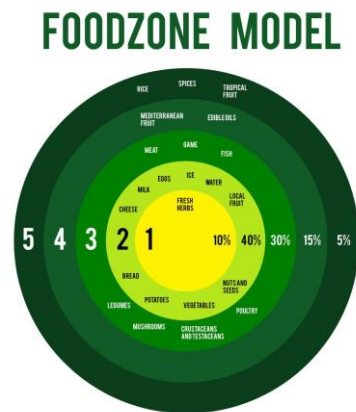
Furthermore, we need a robust food system that is able to feed the world in a healthy and sustainable way. There are no easy answers and in finding solutions we need to look systemically, at the system as a whole not as a sum of individual parts.

Buying local and reducing food miles are popular themes in prolific restaurants. It provides identity and character. Yet full food self-sufficiency must largely be regarded as romantic and hardly feasible. Regions cannot just produce everything, and nature is not predictable nor reliable. Restaurants that want to be close to producers need to be very flexible. Food costs may be lower, but cost of labor is likely to be higher; let alone whether people can be found to do the work.

In practice every restaurant will need to find a balance on a scale ranging from self-sufficiency to free trade. The Foodzone model is a practical model that can be applied as a managerial tool. A chef or buyer for a restaurant can decide on what percentage of the total will be acquired from a certain zone around the restaurant. It leads to a set of targets that can be evaluated. The higher the percentage of products bought from zones closer to the restaurant, the more local the restaurant can be considered to be.

Food choices are made because they are C.A.T.: convenient, affordable and tasty. Consequently, the better food choices also need to be C.A.T. The CAT approach in combination with the Foodzone model is a managerial tool for companies, farmers, governments or retail organizations that are looking to sell or produce local, sustainable, affordable and tasty food.

II. Image:



III. References:

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IV. Biography:

Peter Klose (1956) has over thirty years of experience in gastronomy. He is active as an entrepreneur and as an academic. He owns five star Hotel and Restaurant De Echoput, near Apeldoorn and the Academie voor Gastronomie, a training institute for chefs and sommeliers. As an academic he developed a new flavor theory, which evolved in a PhD. As a professor of Gastronomy he researches and teaches gastronomy at the Hotel Management School Maastricht. Recently he founded T.A.S.T.E. to initiate the measurement of taste. Peter Klose is member of the Google Food Lab and a number of advisory boards.

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