



Queen Margaret University

EDINBURGH

QUEEN MARGARET UNIVERSITY

SCHOOL OF BUSINESS, ENTERPRISE AND MANAGEMENT

MBA Dissertation

**Chef's attitudes towards the use of locally produced food in
menu construction of fine dining restaurants in Prague.**

**Petr Jiskra
09006598**

April, 2011

ACKNOWLEDGEMENTS

I would like to recognize and expresses my gratitude for the contribution of those who made this research possible.

My gratitude goes out to my supervisor Mr. Trevor Laffin for his advice, guidance, contribution, timely responses, understanding, and continued encouragement throughout this research process. It has been such a pleasure being directed by you.

I especially extend my gratitude to Dr. Hazel Sommerville and Grigory Rodionov who assisted and made possible taking part in presenting preliminary findings of this study at hospitality conference in Kalmar, Sweden.

Special thanks go to all the Respondents who contributed to an exploratory work which has got potential in the future to develop further. The boundaries are not set and this work may become the flagship for culinary revolution on the tables of Czech consumers.

I am also bound to my family and friends for constant support, trust and encouragement which inspired me and made all my studies possible. From all, my gratitude goes to my father Martin who has been my guide to the culinary world starting from Prague, to Kagoshima and Denver. Further to my mother Eva who gives me the feeling of happiness whenever coming home and for the feeling of belonging. But also Šárka for her challenging feedback to see things from different perspective and Isabelle with Greg for all the grammar corrections.

Finally, I would like to dedicate this work to my grandmother Marie and grandfather Karel. May you find peace of mind.

DECLARATION

I declare that this research is a result of my own work. Acknowledgements have been appropriately made where work has been done in collaboration.

Name

Date

Wordcount: 15,706

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	i
DECLARATION	ii
KEY WORDS	v
ABSTRACT	vi
CHAPTER I : INTRODUCTION	
1.1 Background	1
1.1.1 Czech Environment	2
1.1.2 Local food	3
1.2 Summary	6
CHAPTER II : LITERATURE REVIEW	
2.1 Introduction	7
2.2 Definition and local food aspects	7
2.3 Trends	9
2.4 Farmers to chefs, chefs to farmers	13
2.5 Marketing	14
2.6 Sales of local products	15
2.7 Purchasing aspects	16
2.8 Local food markets	17
2.9 Economic viability	18
2.10 Summary	21
CHAPTER III : METHODOLOGY	
3.1 Introduction	22

3.2	Approach selection	22
3.3	Aim	23
3.4	Sample selection	24
3.5	Research procedure	25
3.6	Ethical issues	27
3.7	Limitations encountered	27

CHAPTER IV : ANALYSIS AND DISCUSSION

4.1	Introduction	29
4.2	General knowledge with regards to local food production	29
4.3	Describing aspect in preference of local food	33
4.3.1	Quality	34
4.3.2	Originality	35
4.3.3	Quantity	38
4.3.4	Seasonality	39
4.4	Awareness and implication of trends	40
4.5	Economic viability and sales areas	43
4.6	Summary and discussion	46

CHAPTER V : CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	48
5.2	Summary of major findings	49
5.3	Recommendations	51
5.4	Future research	52

CHAPTER VI : REFERENCES	53
--------------------------------	-----------

KEY WORDS

Prague

Chef

Local product

Fine dining

Attitudes to purchasing

Menu construction

Food

ABSTRACT

The interest in local food appears to be on the increase, as evidenced by the numerous food markets and festivals which take place throughout Europe, and through the media attention which has been lavished on the production and consumption of local food. The consumption of locally produced food sustains rural and economic development, and arguably one of the key outcomes associated with this phenomenon is the increase in the numbers of environmentally-conscious consumers seeking alternatives to the products of industrialized agriculture (DeWeerd 2008).

Within the context of the Czech Republic, the issues surrounding local food and its production and consumption are equally conspicuous. As the result of newly established private land ownership, restitutions and transformation of agriculture, a new social structure of agriculture in the Czech Republic has been forming since 1990 (Vavřík 1993). This has created space for the entry of multinational corporations into the Czech food economy and stifled the attempts at competition by local retailers whose customers are more likely to buy local produce (Johanisová 1999).

A qualitative methodology was adopted in order to attempt to elicit the views and opinions of some key chefs in the Czech Republic in relation to issues surrounding their use of local produce. A small selective sample of executive/head chefs from fine dining restaurants in Prague participated in individual, semi-structured, in-depth interviews. The initial contacts with the chefs were made through professional recommendations and an equal number of Respondents was sourced from international hotel restaurants and independently owned restaurants. The interviews were conducted in Czech and subsequently transcribed and translated into English. The resultant inductive, thematic analysis of the data raised a

number of issues relevant to the use of local produce more generally and as such concurs with a number of recognized writers on this subject. Issues such as quality, price acceptability, product uniqueness, seasonality and authenticity were debated. However, a number of other issues seemed to be important to the chefs, particularly issues related to the promotion and preservation of Czech culinary culture and heritage, issues of biodiversity and sustainable food production and supply. These are developed fully within the paper and conclusions are drawn as to how chefs in fine dining restaurants in Prague might more successfully engage with their local produce.

Despite lacking knowledge of the literature and trend awareness on local food, Respondents have shown enthusiasm in creating a unique product on their menu while having a positive impact on their environment. An inner feeling to always deliver the highest quality product and a willingness to overcome other issues are assets all Respondents should sustain. The key factors influencing the decision process were identified as quality, originality, quantity and seasonality. Bringing their experience all the way from childhood and presenting it on their menu is mostly appreciated by the final consumers. Consumers who consequently return inspire these chefs to develop further and deliver larger scale to their operations.

CHAPTER I: INTRODUCTION

1.1 Background

“Eating out” is consistently seen as one of the most popular leisure activities and pubs and traditional restaurants, which have an estimated, combined annual catering turnover more than triple that of burger and fried chicken fast food (Mintel 2002), seemingly offer a wide variety of meals, stressing their “traditional dishes” and “home cooking” (Jones et al. 2003). Fresh and local produce can enhance the restaurant experience, help hospitality operations better market the business, educate locals and outsiders about what the region has to offer in fresh produce, and even contribute towards healthier eating patterns among the population (Alonso 2010).

Food is becoming a more frequently discussed topic with regards to consumers’ new food choices, bettering of their information about farming industry and more recently the aspects of food shortages worldwide. All of these factors underline the critical value and importance of food. Movements to slow down or find alternatives to the mass-produced large quantities of questionable quality food from different countries as a means of minimising the impact of food miles (Lawson et al. 2008) have been developed in recent years. The emerging trend of u-pick operations (AG strategies 2003), farmers’ markets (Rosenwald 2006) that can be blended into rural tourism (Hegarty and Przezborska 2005) or community supported agriculture programs (Hinrichs 2000) all give different evidence of concerns and interests among groups from producers to processors and final consumers. After all, it is something that has been known for millennia and today it appears to be awakening public and policy interest due to a complex mix of political, economic and cultural aspects (Morris and Buller 2003).

Taking the stated facts into account, this study aims to examine Prague chefs' preferences for local food in terms of purchasing habits and demonstrate their knowledge of local food and economic factors of menu composition. Bring forward the arguments for and against local food and confront it with data collected during primary research of this study.

1.1.1 Czech Environment

Today, consumers in the Czech Republic have access to food and cuisines from all over the world. This is mainly due to the supermarket and food superstores being filled up with products from all over the world with increasing sales of this international blend of food products. The range includes fresh or frozen products from exotic countries which are usually and traditionally produced in only one exact area such as tropical fruit and vegetables but most importantly product which can be produced seasonally in the Czech Republic. However, due to inconsistency in supply, these products are produced abroad and afterwards imported. However, in the movement towards internationalisation of food supply and eating habits, there is consequently a growing interest in local food and cuisine (Jones et al. 2003). Motivators for this shift may appear more than just logical, such as consumer concerns about food safety, food scares and finding a unique stand in times of globalisation.

As the result of newly established private land ownership, restitutions and transformation of agriculture, a new social structure of agriculture in the Czech Republic has been forming since 1990 (Vavřík 1993). Due to the political regime, market liberalisation was unthinkable in the past. Large mass-producing farmers unions were put in place and production was strictly controlled. As a result, customers were given limited amount of goods of questionable quality. After 1989 market liberalisation started and with this also a

struggle for the market. Furthermore, the plan for rural development resulted in decrease of labour force from 500 000 (1989) to 140 000 (2006) with a continuous trend (Dittrichová 2008, p 197). This fragmentation left more room for multinationals such as supermarkets to enter the new market. The State played a significant role in this development by providing the supermarket chains incentives for starting and developing their businesses in the Czech Republic, which eventually turned the Czech market into a market place of lower-quality products from abroad (Dittrichova et al. 2010). An indirect effect of supermarkets is the ability, when new, to temporarily lower the prices and put off local retailer competition which is more likely to buy local (Johanisová 1999). Further, the focus on the ability of markets to regulate the size of farms as supermarkets which are likely to buy from large production farms and the final result for farmers is to join back into unions and produce according to plan (Johanisová 1999). Since 2005, all farmers receiving direct payments are subject to compulsory cross-compliance under Council Regulation 1782/2003 and Commission Regulation 796/2004 (EC 2009). Followed by the programming period 2007-2013, cross-compliance also applies to most environmental payments forming part of Rural Development policy (EC 2009).

1.1.2 Local Food

Local food is attracting considerable policy and public interest, but evidence is lacking about the emerging contours of the local food sector (Morris and Buller. 2003). Local food is generally seen as an alternative to globalised way of sourcing food and many benefits may be foreseen. Morris and Buller (2003) further raise the benefits of purchasing locally in reducing the food miles, bringing new opportunities for producers who are struggling to remain competitive, an income multiplier effect (as a greater proportion of the money spent in local food outlets remains within the local economy), rural development and last but not

least better information customers about where their food comes from and who produced it. It may be commonly understood that local food is believed to be more sustainable than its global substitute.

The balance between short term profit and long term sustainable food development is also in the example described in study by Morris (1999) when planning the menu using local produce and pressure from chefs' superiors. In addition, this is described in the study by Curtis and Cowee (2009) when 58 % of Respondents stated their complete autonomy in purchasing and only 8,7% identified the main issue price of these products. Reflecting these external environment factors, the study examines the influence of relationships in between chefs, their superiors and farmers in terms of purchasing. Besides economic advantage for farmers or having an access to fresher, pesticide-free or even in some cases organic products for the consumers, these stakeholders in the food-consumption relationship are making an effort to minimize current problems (Alonso 2010). Alonso (2010) develops this further by arguing that the impacts of lifestyle with so-called "convenience" in proffering less time consuming and cheaper forms of shopping for foods have led among many consumers to a dependence on outside produce. The result of small local businesses and every street present corner shops disappearing was the filling of the gap with monopolistic large grocery businesses that are stressing the cost-effectiveness and constant large volume of supplies, leaving only limited space for local producers to manoeuvre (Johanisová 1999). Among the few individuals who looked more in depth into the farmer-restaurant relationship were Strohbehn and Gregoire or Curtis and Cowee both studies conducted in the US, Iowa and Nevada. Strohbehn and Gregoire (cited in Alonson 2010) found in their analysis of responses of 84 institutional and independently owned restaurants that among perceived benefits for businesses were opportunities to buy fresher

and safer, higher quality food as well as being able to buy small quantities; obstacles included consistent package size, payment procedures, safety issues, year round availability and on time delivery. Therefore, the study examines the Prague chefs' preferences towards locally produced products as well as determining factors which influence the chefs' choice when buying food. Nevertheless, Strohbehn and Gregoire (Cited in Alonson, 2010, p.54) further acknowledge the missing information available on chef to farmer relationship as: "To date there has been little empirical research published from the perspective of the food operator". Curtis and Cowee (2009) looked more in depth on the specific environment of Las Vegas and the chefs' preferences. Their study came to a conclusion that chefs do not care about the price or marketability of such products as long as it is stable in supply, has taste and high quality.

According to Woolven (2005), 49% of people want to eat local and 66% would like to enjoy seasonality of food. As trends might come to higher importance and where science is taking role, it is a paradox that currently the best eating habits are recognised with people living in rural area, mainly thanks to self supply and better access to sources or fresh meat, fruit and vegetables which do not come from supermarkets (Michopulu 2008). The National Restaurant Association (2007) states that chefs are at the leading edge of the local-food movement when they have pushed consumer awareness of local farms and produce by touting the local ingredients. Considering these facts, the study will evaluate trends and attitudes of Prague Chef's towards locally produced food. It is then when the trend of making food authentic using local products happens in the hands of chefs (Beer 2010). Here, local food was identified as a subsidy to pre-cooked prepared dishes by giving the chef a chance to present his menu with story behind. In Beer's study (2010) a focus groups were created and participants described a range of stories and experiences that

focussed on their families, the actual process of cooking and the source of the ingredients of the meals that they remembered. Local as authentic is also described by Backe (2010) in his study when he was relating a construction of authenticity to link between history and tourism. Backe (2010) in his study analyses how the culinary networks are related to the tourism development and Beer (2010) discusses how the authenticity would be related to person's own experience from childhood, based on myths or storytelling in relation to food.

1.2 Summary

The shift to local societies is an obvious shift due to public awareness and dietary habits recently developing. Literature available further proves that despite fact that the Czech republic is facing this development as brand new trend in other countries researchers have been successful in mediating the relationship between farmers, chefs and their customers.

This study aims to examine Prague chefs' preferences in terms of purchasing habits, commitment to society and economic factors of menu composition. One of the basic objectives therefore would be to examine chefs' preferences towards locally produced food and demonstrate their knowledge on this topic. Further it is essential to determine the factors which influence the chefs' choice when buying food. This will be affected by external environment which also shall be evaluated. Therefore this study will evaluate trends attributes on Prague chefs' preference towards locally produced food. This study operating in a business sector of establishments importance will be placed on to examine the influence of relationships in between chefs and their superiors in terms of purchasing in regard to economic viability.

CHAPTER II: LITERATURE REVIEW

2.1 Introduction

A considerable amount of literature exists on the discussion of positive aspects of local foods, as well as the controversies around misinformation, misconceptions and misunderstanding of the actual benefits of local food production, its sale and final consumption. However, at the same time, only limited research has been conducted on the attitudes of chefs towards locally produced food and the rationale behind using them in menu composition. Their role of educated experts in the most contemporary market position has been often omitted. The literature review chapter is going to explore existing literature on the role of chefs as a link between customers and farmers, how local products are perceived and social phenomenon which have arisen around local food.

2.2 Definition and local food aspects

Local food is an easily comprehensive term and when standing individually one clearly refers to a geographical distance and the second one to a source of our energy. When used together a new meaning is created. Common sense suggests local food will be produced in narrowly defined geographical area and this appeared to be a generally agreed or widely adopted definition. Overall, there most likely is no definition of local foods as such. In fact, Jones et al. (2003) discussed the apparent lack on agreement in what local food consists of and attempts to provide different definitions.

However, two main streams of indentifying local production may be found. One approach to local food emphasis locality as a closed or bounded system, where food is produced, processed and retained within a geographically near area (Mills and Buller 2003; Jones et al. 2003). Most commonly, this entails a development of systems of food supply that are in

some ways a contradiction to the conventional channels. Those items produced, processed and distributed to multiple retailers and large food processing companies work against local farmers markets, box scheme, farm shops and community supported agriculture and other schemes (Hinrichs 2000). For example, National Association of Farmers' Markets (NAFM) cited by Jones et al. (2003) states that local food is within a radius of 30 miles ideally, nevertheless 50 miles is also accepted. Following this research, Ilbery et al. (2006) refer to local food as that which is produced, processed and retailed in a defined area of usually 30-50 miles radius of the retail point. To support and even extend this argument, Jones et al. (2003) further cites The London branch of the Association of Farmers' Markets, which stipulates that, to be accredited, local produce must be grown, raised, made, caught or barked within 100 miles of London's orbital motorway, the M25. The NAFM also recognises that the definition of local may be a country boundary or another geographic boundary such as a national park. For this, Morris and Buller (2003) further looked to the locality as a value added for export where more emphasis is placed on particular food products that are distinguished by means such as labelling, certification but are not necessarily consumed in the area of its origin. This issue is further discussed by Morris and Buller (2003) by stating the necessity in the future to define the local food sector. Authors have done this by citing Ilbery and Kneasfey (2000) by arguing that an agronomic or environmental factors or historic precedent are generally employed to define the territorial parameters of product designations such as the French Appellation d'origine controllee or the EU's PDO and PGI labels. In the environment of Czech Republic, the brand Klasa may be perceived as the largest quality and origin marketing structure, even though the requirement for applicants for this label have to only indicate the country of origin in percentage in regard to location of given products (Klasa 2010).

The opposing set of definitions is based around more of emotional reach than formal geographical distance or boundaries (Jones et al. 2003). By these definitions, the recognition of local product varies from one person to another. The Council for the Protection of Rural England cited by Jones et al. (2003) suggests that local food is produced in a way which benefits the environment or at very least does not cause significant environmental damage. In agreement with this definition, the Alliance for Better Food and Farming (2002) describes local food as products which meet various criteria starting from the geographical distance between producer and its consumer or purchaser as stated above, but also a number of vaguely described conditions of animal welfare, employment, fair trading, environmental, cultural and producer profitability. Generally, businesses are operated in order to generate profit, yet the Department for Environmental Food and Rural Affairs cited in Jones et al. (2003) study that for small operational business in this sector economic survival is not the primary objective as they have a number of different value drivers. For example, environmental sustainability and health promotion.

2.3 Trends

Local food is a whole philosophy of sustaining rural and economic development. Any organic or local food has claimed benefits of being oriented to health and environment-conscious consumers who seek alternatives to industrial agriculture (DeWeerd 2008). Organic industry is one of the most progressive areas on the food market. Many countries in Europe, Australia and USA have seen growth rates of 20 and 30 percent annually (Lampkin 1999). Recent years have been driven by two major trends in the agricultural industry. Firstly an increase in food-related diseases such as bird flu and mad cow disease and secondly the world-wide spread of genetically modified food (GMO) in the primary

stage of production (Essousi and Zahaf 2008). At this point consumer trends have emerged in support of good food, developing society and sustainable environment policies. These types of products may commonly be described by the acronym Lifestyles of Health and Sustainability (LOHAS). Additionally, health-conscious consumers are now purchasing fruits and vegetables in larger quantities, some requiring specific production methods such as organic (Bukenya et al. 2007). Consumer awareness in terms of food origin and production methods have founded a movement focused on consumption of locally grown products. This movement, among others, is evident in the surge in the number of farmers markets in the United States, a 150 percent increase from 1994 to 2006 (USDA-AMS 2007). Interestingly enough, in a study conducted by Loureiro (2005), results have demonstrated that consumers are willing to pay more for locally grown products. There are numerous cases in Prague where restaurants are not hesitant to offer simple yet demanded organic food products on their menu and still charge prices as in fine dining (Dittrichová et al. 2010). There is no specific need to substitute these products on menu and these establishments know how to justify the price by creating a healthy lifestyle dining experience (Dittrichová et al. 2010). This statement is confirmed by Slocum (2010) when she identifies local produce as part of current trend of healthy eating.

On the contrary, in the US an average household consumes around 5 kg of food per day (USDA 2009) the average final delivery of the food is 1640 km, and the total supply chain requires movement of 6760km (Weber and Matthews 2008). One does not have to go far to realise that similar things are happening everywhere. Dittrichová et al. (2010) related the study on food miles of hamburgers conducted by Cascio in US to the irrational transfer of harvested milk in Bohemian-Moravian highland, consequently travelling to Dresden to be processed and returned to Moravia to be sold in the city of Brno. Reduction of food miles,

particularly in transporting food over the air, should in turn reduce energy use and carbon dioxide emission into the atmosphere. Jones (2003), citing Foundation for Local Food Initiatives in his study, suggests that local food production enhances the viability of traditional farming systems that in general may be perceived as more environmentally friendly. There also may be a general consensus that some of the farmers who look to sell their products locally are implementing many of these environmentally friendly, reduction schemes and conservation measures (Jones et al. 2003).

Many opposing movements have emerged as well. In the 100 mile diet customers consume only products planted and processed within a 100 mile radius from their house and weekly pick up boxes with fresh vegetable not only support a local food production but also the local community. Projects such as the Community Supported Agriculture garden (CSA) movement in North America or the subscription gardens in Britain created a whole new system in food production directly to the customer and to meet society's needs. In this scheme, each of the farmer's customers is also his shareholder contributing to local economy. It has been building not only the use of local resources to meet local needs but also building the local community and in this respect, a CSA owned by its members is likely to be much more effective than one run for the benefit of private owners. (Douthwaite 1996). The Czech Republic lacks such projects, however it is still developing from a state-owned, mass-production agriculture sector. The number of ecological farms in rural areas is significantly growing with vaguely unified legal restrictions (Dittrichová 2008, p71). While consumer awareness about "food miles" and related greenhouse gasses (GHG) has increased, only limited research has been conducted in relation to its food production (e.g., transport of farm equipment and supplies to the farm) rather than transportation itself. Although food is transported long distances in general (1640 km

delivery and 6760 km life-cycle supply chain on average), the GHG emissions associated with food are dominated by the production phase (Weber and Matthews 2008). Weber and Matthews (2008) further argue that transportation as a whole represents only 11% of life-cycle GHG emissions, and final delivery from producer to retail contributes only to 4%. Different food groups exhibit a large range in GHG intensity. On average, red meat is around 150% more GHG intensive than chicken or fish. Thus, Weber and Matthews (2008) suggests that dietary shift can be a more effective means of lowering an average household's food-related climate footprint than "buying local". This theory is supported by Swedish researcher Annika Carlsson-Kanyama, who found in her research that buying Spanish tomatoes produces less GHG than planting them in Sweden where fossil fuel in greenhouses is used to grow tomatoes (DeWeerd 2008). On the contrary, Biospotrebitel (2009) states that local production is not a guarantee of ecological behaviour and it is also important to keep in mind that not all areas have been researched on this topic. When considering buying a locally produced item people rarely consider the item's carbon dioxide footprint (Biospotrebitel 2009) and rather look at whom and under what conditions it was produced: in other words, a wide range of social, ecological and economic aspects which all together contribute to sustainability. As local food production is gaining in popularity, how the food industry will react is in question. Customers bringing more demands on chefs are particularly relevant in developing food-service industry in the Czech Republic.

In addition, it may be remembered that food production and a return to real values of local production brings back to the society what was missing – more job security at the local level (Jones et al. 2003). In recent decades, mass production of food has been done in factories and industrial estates but a return to small units within communities may well

raise up environmental problems such as smell, waste disposal, pollution, nuisance and visual intrusion for those communities (Jones et al. 2003). In the UK, the government had tasked regional development agencies to adopt new food tourism as a means of growing local economies. Creating new jobs, protecting and improving natural resources and to diversify the tourism product offering areas (Slocum 2010). But due to lack of marketing, industry communication barriers and diverse culture background officials were unable to realise measurable success (Slocum 2010).

2.4 Farmers to chefs, chefs to farmers

Farmers and Chefs play a highly important role in linking the natural environment to the dinner table via food production, preservation of farming and presentation to the final customer. Collaboration and working together would appear natural, benefitting both parties. Despite obvious need, no academic research has been conducted in the Czech Republic identifying benefits or barriers. No empirical research has assessed producers' perception of selling directly to local restaurants and other food operations and vice versa food establishments following patterns of purchasing behaviour of Prague chefs. At the other end, several reports and guiding documents show that such relationships do exist to encourage its development. For example, Miller (cited in Starr et al. 2003) explains farmers' direct sales methods taking place in the state of Kentucky, including sales to restaurants and stores and also the research composed in Nevada among fine dining restaurants' chefs (Curtis and Cowee 2009). In the environment of the Czech Republic example of a Czech ministry of agriculture which supported a guide composed by Václavík (2008) in direct contribution of the leading chefs in Prague ,all illustrating farmers' and chef's efforts to connect and reasons behind their collaboration. Coming to an even more direct link, Miroslav Kubec (2009) described at the series of Organic food

presentations at Czech University of Life Sciences, where a chef assisted with the creation of unique smoked cheese from the farm of Ing. Králové, which in 2007 won the prize for Czech organic product of the year. In this example, Kubec proves the process of collaboration and may inspire others for such success.

2.5 Marketing

Currently, there is only one commodity on market that demands no shifting of shelves, nor expensive marketing campaign, nor expensive technological product development – the fresh food (Dittrichová et al. 2010). As more restaurants, grocers, schools, hospitals, care facilities and other institutions incorporate locally grown foods, the demand for local foods will increase (Gustafson 2009). With a growing economy and purchasing power of Prague inhabitants, their ability to afford higher priced dining experience is likely to follow this increase. Therefore consumers are affected by tastes and trends have newly emerging activities in this pool such as Prague Food Festival, learning sessions organised by Czech Chef's Association and new recognized food critics such as the former Maurer's selection Grand Restaurant or a newly emerging stream of food bloggers, for example Martin Kruciel. Wood (1996) has an opinion state on this and argues that sociologists have long recognized that food commentary is rarely, if ever, socially neutral. The Prague Food Festival is a three-day celebration of the culinary skills of the best chefs in the Czech Republic, as well as the best beer, wine and cocktails (Vrkatová 2009). The first food festival was held in Prague in 2003. This event is the largest of its size in the Czech Republic, with the best rated restaurants attending and it builds on the traditions of Maurer's selection Grand Restaurant. Every year, Pavel Maurer, the well-known Czech food critic, publishes Maurerův Výběr Grand Restaurant guide where restaurants are evaluated by public as well as industry professionals.

The marketing tool of labelling local products is hereafter related to the consumers trust and transparency. Martin Kruciel (2006) on his blog clearly stands against the mainstream of certification of Czech products so called “KLASA”. Kruciel (2006) argues that one of the major certification aspects should be the tradition of Czech origin and avoid labelling only for the purpose of promotion while having vague standards. In support of this argument, Jones et al. (2003) argues that there is most likely a more general understanding that broader transparency connected with local and therefore more visible food production would assist in restoring public confidence in quality and respectful food.

2.6 Sales of local products

Within research conducted by Curtis and Cowee (2009), 75% of chefs with no local food buying history stated that they are unaware of the possibilities of purchasing locally. The obstacles presented by Alonso (2010) prove that small farmers are losing the battle against marketing of food monopolies towards hospitality businesses. At the same time, chefs stated their concern about consistency of quality and an inadequate amount of food as major barriers (Curtis and Cowee 2009). This was related to work of two authors who looked more in depth in the relationship of farmer to chef. Both Václavík (2008) and Feenstra et al. (2003) agreed on building a very personal relationship based on mutual trust and respect. Authors further encourage farmers to look more in depth at individual chef's needs and try to produce a'la carte products which are harder to buy on the conventional market. In general chefs are willing to buy these products for higher prices and therefore make production for farmer more tenable. The National Restaurant Association (2007) also observed that farmers will take risks to try growing more delicate and unusual crops if they know they have a guaranteed market for them. There are also common barriers that farmers have to overcome. Effective distribution, sustainable quality and time of deliveries

are the key variables (Václavík 2008). In the case study of the restaurant La Veranda in Prague, Václavík (2008) points out collaboration with other local farmers and making logistics more effective (eg. Ordering and delivering several products from several farms into one area). This is further acknowledged by President of Czech Chefs Association Miroslav Kubec (2009) when he addresses the close contact between farmers in one region and therefore a possibility for future common logistic distribution. The contrast in between the two authors can be seen as discussed in Fenestra et al. (2003) and Václavík (2008) as to how to approach restaurants. Fenestra et al. (2003) suggests finding more information on websites (eg. Zagata.com) and starting by approaching owners and only then chefs, whereas Václavík stresses contact directly with chefs. In fine dining restaurants in Prague, chefs have the autonomous say on purchasing (Václavík 2008). Both of the authors agreed on farmers presenting taste samples as the key success factor in making new relationships with chefs. A study focusing on farmers approach towards catering establishments has come to a conclusion that 80% of farmer Respondents do not have any relationship with hospitality operations due to lack of interest in extending their production (Alonso 2010). Instead Alonso (2010) came to a conclusion that these farmers prefer to sell their production on site, through u-pick operations or selling produce to farmers' markets.

2.7 Purchasing Aspects

In a study conducted by Curtis and Cowee (2009), 289 executive and gourmet restaurant chefs in Nevada were questioned about their preferences in buying local. The results show that 31% of chefs use local food and two major factors which were “extremely important” were quality and taste (Curtis and Cowee 2009). Another important factor in buying locally was the possibility to use this as a marketing tool towards their customers. In particular cases, the name and pictures of the farmer are used on the menu in support of their

business. On the other hand, the attribute of “somewhat important” was placed on having a organic certification and the least response received was the fact that food is local (Curtis and Cowee 2009). This means environmentally and humanely conscious treatment of animals, and the chef being personally aware of the growing process, which indicates that it is at least somewhat important to chefs to have personal knowledge of the products they plan to serve their customers (Curtis and Cowee 2009). Kubec (2009) disagrees with this statement and favours a close personal relationship. Yet according to Brown (2005) price consciousness is superior to quality in customer preferences. Brown (2005) and Kubec (2009) agree that labelling food “Organic” will not change consumers’ perception and question whether labelling food as “local” plays a significant, if any, role in purchasing patterns of chefs and following menu composition. This will be further explored in the study.

2.8 Local food markets

Numerous new green, sustainable, organic efforts and assets have emerged during the last decade. Holm (2010) comes to a finding that the market is opened for new trade incentives and new events. Events of farmers markets’ help to localize the big city environment and to present the values of countryside such as symbiosis with nature and an understanding for good food in the opposite environment of large city (Vaughan 2008). Pollan (2006) goes even further by describing local farmers markets as a good alternative to the conventional food chain. An obvious motivation for farmers to sell their produce is the greater sale price that they can obtain. Farmers’ markets generally involve higher running costs to producers, whether through registration or site fees or through labour costs incurred as a result of producers having to present at the point of sale compared to direct sale from their farm (Morris and Buller 2003). Thus, authors have agreed that this would be still less than sales

to wholesalers. Ilbery et al. (2006) explored in their study what are the most predominant products in the local food activities and came to a conclusion that horticulture, livestock (diary and meat) and poultry would be the most frequently appearing products in the offers of farmers. The reason why these products dominate is, according to Ilbery et al (2006), that horticultural production and eggs which can be sold as harvested whereas meat and fruit products all require some processing, but still is identifiable as consisting wholly or predominantly of the primary produce which they originate from. This statement is further confirmed by Kirwan (cited in Ilberly et al. 2006) where the argument states that extensively processed goods are viewed as being little different from goods obtained the traditional way which are seen as not to be sold at Farmers markets and that extensively processed goods lose the fundamental connection between producer and consumer. When analysing the preference of customers at Costa Rica visiting the largest organic market, Aguirre (2007) came to a conclusion that still the consumers are “very concerned” with freshness, presentation of goods and availability of products which they associate with limited or unstable supply of products as for the farmers’ offer.

In past two years, 11 new local food markets have emerged in Prague. With no prior history these markets start to take place on plazas around Prague on a regular basis mainly based on seasonality. In a recently published article in national news, a renaissance of market tradition is brought up. Hnátek (2010) describes that current situation how customers are enthusiastic about the new variety of products offered and perceive local markes products as products with added value, product returning to traditional values by being authentic. It is through this market rejuvenation the Czech customers have rediscovered this phenomenon (Hnátek 2010). This statement may be justified by the same argument of Slocum (2010) that local food may be considered as a lifestyle and Hinrichs

(2000) that farmers' markets create a context for closer social ties between farmers and consumers.

2.9 Economic viability

The scale of economic viability and its benefits claim for creation of employment, support for local services, processors and suppliers, but also business survival in general and mostly increased retention of income within local community (Jones et al. 2003). Jones et al. (2003) cite work from Devon who suggests that the introduction of selection of local initiatives within one county in the UK led to a net increase of 113 new work placements and that in average each local farmer employs 3-4 workers compared to regional average of 2-3. In general, due to its small scale of operations local farming may not achieve economies of scale which is inevitably reflected in prices of the products (Jones et al. 2003). Jones et al. (2003) also examines other problems customers who purchase from farmers have to face such as inconsistency in local food production and its unstable supply. In order to have sufficient demand, customers must have also sufficient income. In this topic Dittrichová et al. (2010) made further association with the Czech environment where the economy in the Czech Republic generates 80% of GDP, such as countries of original E15, but has as little income as 30%. With such small purchasing power (even lower than the Greeks, Croatians, Romanians), customers will not be able to start local consumption and face the crisis, nor order good quality Czech food (Dittrichová et al. 2010).

The menu and its composition is unique to each restaurant. The menu describes the kitchen of the restaurant, the restaurant concept and in many cases also the philosophy which has been applied by person or persons compiling it. As a service industry business a restaurants' close link to economic viability revenue gained is a highly important factor in the decision making process. On one hand, fast food or lower segment chain restaurants

labour is unskilled and the operations are completed under a precise formula (Morris 1999). On the other, the same author describes the close linkage between the person planning the menu and the production manager which is more likely to be found in the upscale segment of restaurants. The scientific application of menu composition techniques in fine dining restaurants is threatened by, in many cases, conflicting roles of the chef as an artisan and the restaurant owner with his short term financial objectives (Morris 1999). The further person is from the production process in company hierarchy, the more likely the worker is gets dependent on information delivered by others.

The approach of menu engineering seems, theoretically at least, to be capable of steering the menu towards optimum balance – the perfect blend of dishes which would create a unique competitive edge on the market. According to Morris (1999), it was not coincidence that menu engineering approach emerged and grew together with increasing availability of cost-effective, user-friendly computer spreadsheets. Several matrix approaches were applied by academics such as Miller, El Bruto et al or Kasacana and Smith (cited in Morris, 1999) however at the end of the study one may learn that due to high variability of dishes and menu changing, guessing will still remain a strong aspect in final menu construction.

In contemporary research, the benefits of using local products and whether local means or does not mean sustainable farming practices, hence for better value for customers, had gained much attention among the researchers. Nevertheless, only a limited amount has been examined on restaurants' ambitions to become involved in purchasing local products, particularly in large cities with fine dining restaurants and their need to distinguish themselves. Moreover, little if any research had been conducted on whether there is any need for such produce and how chefs try to incorporate current trends. Literature review

has proven that unspecified research in this subject has led to an outcome that harms all the parties involved and further that only a few fresh policies are emerging. Various studies exploring the attitudes of chefs towards locally produced food (Alonso 2010; Curtis and Cowee 2009; Dittrichová et al. 2010; Jones et al. 2003; Morris and Fuller 2003) have demonstrated the interest of some chefs, mainly in fine dining establishments as the relevant. Social benefits such as creation of new jobs, better economic turnover and better food image may be derived from this literature review with continued interest.

2.10 Summary

Evidence of importance to incorporate local food on today plate is put forward. The threat unsustainable policies (Alonson 2010; Mintel 2002, Jones et al.2003; Lampkin 2009; Lawson et al. 2008) and trends led to creation of movements (AG strategies 2003; Rosenwlad 2006; Hegarty and Prezborska 2005; Weber and Matthews 2008) which have assisted in defining what local product is and what its key attributes are according to chefs (Jones et al. 2003; Morris and Buller 2003; Curtis and Cowee 2009). The Czech environment, facing dramatic changes (Dittrichová 20008, p197; Vavřík 1993) in agricultural segment, has to overcome issues related to economic factors (Johanisová 1999) and policies developed by European Commision (EC 2009).

The aspiration to develop local food awareness is strong (Klasa 2010; Vrkotková 2010; Hnátek 2010; Kruciel 2006), however chefs have demonstrated only limited knowledge (Curtis and Cowee 2009). Yet steps to raise this issue have been made by local authorities and (Alonso 2010; Václavík 2008; Feenstra et al. 2003) new streams of obtaining local produce are emerging (Hnátek 2010; Ilberly et al. 2006; Aguirre) .This leads to new partnerships and understanding who is affecting the decision from economical and social perspective (Jones et al. 2003; Morris 1999).

Chapter III:Methodology

3.1 Introduction

In this chapter the author will describe the methodological approach, followed by the explanation of sample selection and research procedure steps which were applied. The chapter will end with a discussion of the ethical issues and limitations this study encountered.

The author prefers more of a structured, hard-data approach to evaluations. However the subject in question, the examination of Prague chefs' preferences, clearly requires deeper understanding of one's attitudes, feelings and stances. Therefore a qualitative methodological approach will be applied with the following analyses. Adopting a phenomenological stance by developing a theory from the data generated were a particular challenge for the author. Furthermore, the author believes that the Respondents were chosen wisely and, due to the considerably limited number of catering establishments in Prague, the most suitable and representative chefs were chosen for the purposes of this study. The author is also highly persuaded that despite the numerous limitations of this study the advantages of the chosen and applied approach, sample selection and research procedures outweigh the negative.

3.2 Approach selection

For the purpose of this study a qualitative approach was adopted in order to attempt to elicit the views and opinions of some key chefs in the Czech Republic in relation to issues surrounding their use of local produce on restaurant menu. Qualitative research is often described as a disreputable research, a field with which successful people do not want to

get associated (Ruyter and Scholl 1998). Further when Lancaster (2005, p.149) describes a sample for quantitative research compared to qualitative he states that size of the sample proves its representativeness and brings more confidence to the study outcomes. The insufficient amount of research in the area of local food implication on menu leads to selecting inductive approach. As argued by Patton (1991) theories about what is happening is a setting which is grounded in and emerges from direct field experience. Therefore a qualitative methodological approach to research offers insight into questions that address the way people think about a certain topics and why they think the way they do. Keeping in mind Brymans' ideas (1988) the qualitative research emphasises the perspective and the interpretations of the individuals being studied, their meanings and perspectives.

Yet, the number of fine dining restaurants in Prague may rather be considered as limited and therefore, despite the limited number of Respondents, a great focus on detail was chosen. The sample representativeness and number was weighted by careful sample selection with focus on their proficiency and trustworthiness. This qualitative approach allowed the author to challenge to some extent Respondents' answers and to receive wider spectrum of answers. As confirmed by Patton (1991) open-ended questions permits the Respondents to describe what is meaningful without being "pigeon holed" into a standardised category.

3.3 Aim

The aim of this study is to examine Prague chef's preferences in terms of purchasing habits, commitment to society and economic factors of menu composition. Furthermore the aim is to analyse the influence of trends on the chef's decision or any other means of external involvement in purchasing behaviour. Economic aspects are further discussed

from the chef's point of view in terms of marketing, public relations, farmers, and influence from their superiors.

The stated aim of this study is clearly focusing on personal preference of Respondents, the chefs in Prague dining restaurants. Therefore a qualitative-inductive approach was chosen as the most in-depth and specific way to research the aim. At the start of the in-depth interview process, each protocol was only semi-structured; having four areas which shall be discussed later on. As the interviews proceeded and by constant comparison the questions became more specific and the technique was of a repeated nature, allowing the researcher to clarify both answer and question over a series of interviews. Inductive reasoning is a theory building process, starting with observations of specific instances, and seeking to establish generalisations about the phenomenon under investigation (Hyde 2000). Patton (1991) supports this by arguing that qualitative methods produce a wealth of detailed data on a small number of individuals. These data need to be inductively analysed and analytically generalised as described by Hyde (2000):

... goal is to expand and generalise theories, not to establish the frequency with which a phenomenon is likely to occur in a population. (p 82)

3.4 Sample selection

The sample selection started in February 2010 and the first step was to review various websites of fine dining establishments. As described by Ruyter and Scholl (1998) a careful target group was selected and classified sample is needed to make sure that the most possible views and opinions of Respondents are expressed. Therefore a small purposive sample of 4 executive/head chefs from fine dining restaurants in Prague participated in individual, semi-structured, in-depth interviews. The initial contact with the chefs was made through professional recommendations and equal numbers of Respondents were

sourced from international hotel restaurants (2) and independently owned restaurants (2). All four Respondents were reached by phone and all agreed to meet in person. Two Respondents were met at their place of work and two outside on a quiet place where an audio recording device would not be disturbed. Respondents were informed beforehand that their opinions on local food and the implications of their menu would be raised.

All the Respondents classified themselves as head or executive chefs. The author assumes that fine dining restaurant is one established in a 5 star hotel or in case of privately owned restaurant, its chef has succeeded in winning the Chef of the year in Czech Republic in past 5 years organised every year by the Association of Chefs and Confectioners of the Czech Republic. This competition is understood as the most competitive and reputable in the Czech Republic. Thus bringing evidence of their proficiency and consecutive benefits to the phenomena under consideration.

3.5 Research procedure

As the question under consideration includes words rather than numbers, an appropriate technique such as interviews shall be used (Dick 1900). The number of Respondents and the statistical benefits of large sample were sacrificed in order obtain the meaning of the responses as close to the meaning intended as possible. More specifically, interviews were attempting to explore four main areas related to:

- 1) general knowledge with regard to local food production;
- 2) describing aspect in preference of local products;
- 3) awareness and implication of trends; and
- 4) economic viability and sales areas.

Further on Respondents were assured that there are no right or wrong answers and the purpose of the study was to know more about their perception and opinions about local food products. Participants were asked to give their opinion on various local products they came into contact and were available to them and to express concern with regard to those products. Respondents were further asked to bring a definition of their own or a related one in existing literature. To gain larger background, Respondents were asked series of questions in relation to economic feasibility and decision power in their establishments. To conclude, Respondents were asked to point out what they consider the most important characteristics of local food production and what might possibly be improved in this area.

Sample results were obtained by analysis of the audio-taped interviews. All of the Respondents have at the beginning given an approval with further usage of the data collected at that particular interview. Interviews were then transcribed and this allowed more in-depth understanding of subtle themes. All Respondents were recorded and transcribed to capture, with minimal bias, the benefits, values and perceptions describing decision making process with regard to local food products. This iteration of data collection and project design is crucial for the validity and reliability of qualitative research (QMU, 2009).

Using a cut and paste method, statements were grouped by their contents to create larger categories. For example, when Respondents start to refer to a high cost of transportation of local product from the farm to the restaurant, an economic viability category was used.

In qualitative research, data collection and data analysis take place simultaneously. This flexibility will allow the author to expand sections where new possible outcomes may be discovered, and in case of text transcription the text will be reviewed and analysed more than once.

3.6 Ethical issues

Interviews are considered as an intervention or a process of being taken through a directed, reflective process and leave the respondents to even discover new facts (Patton 2002). Therefore the same author points out that careful yet structured approach should be selected. Following the QMU data protocol this study had to be ethically approved prior to any data collection. Which was successful.

At the beginning of every interview, each of the respondents was informed that in order to avoid any bias, all names both of the chefs and the establishments needed to be left out. Waruszynski (cited in Hoonard 2010) insists that one of the guidelines for researchers is that Respondents must be made aware from onset of their participation. Therefore all four Respondents were then asked to give informed consent with contribution to this study – which all four agreed to. This has been recorded and transcribed. During the interview, Respondents showed interest in the participation of the study and did not hesitate to add additional information beyond the structure of the interview.

As for the purpose of this study, qualitative research requires certain degree of anonymity, from now on these four participants will be referred to as Respondent 1 (R1), Respondent 2 (R2), Respondent 3 (R3) and Respondent 4 (R4) with link to the chronological order respondents took the interviews.

3.7 Limitations encountered

Many of the critics of qualitative research often highlight the fact that this type of research is not fully valid and reliable, as it does not meet the factors of validity and reliability. Ruyter and Scholl (1998) are citing in their work Warren and Cragg (1991) with an

argument that these limitations of qualitative research are results of relative freedom and lack of structure.

Limitation of reliability of this research is that the data collection which was conducted on a small sample of respondents does not take into account the opinions of other chefs or participants in this decision making process. Vanderstoep and Johnston (2009 p.62) argues that reliability is about consistency in the similar data collection under different circumstances. Thus the possible necessity to extend this research to new communities and extending the sample horizon may be applied and the reliability limitation measured. Issue of low validity rate due to small sample may be put into question. However, the author of this study is of the opinion that participants should favour all the requirements of this study, and has no doubts as to their professionalism, knowledge and trustworthiness.

This study being exploratory in its field, the results may be a base for further research in a growing area of theoretical and practical field. This argument is supported by Ruyter and Scholl (1998) where qualitative research is often described as being diagnostic and exploratory nature.

A bilingual approach needed to be applied for the purposes of this study, as interviews were conducted in both Czech and English. Those in Czech were translated and subsequently transcribed; therefore running the risk of ideas becoming lost in translation.

The findings from the sample should not be taken as representative finding for all fine dining restaurants in Prague, but provide an insight into the thinking of menu planners in top class catering establishments and may be found as a useful basis on which to design a more representative study in the future.

Chapter IV: ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter brings the outcomes of analysis using stated methodology and confrontation of the collected data and literature existing on the given topic. First, responses related to general knowledge of local products will be identified by the Respondents and confronted with existing literature. Geographical distances which play a significant role are balanced with the Respondents' answers related to pride, philosophy, and marketing of these products; but most importantly aspects of local products. This is further developed by Respondents in describing aspects in preference of local products. Issues such as quality, originality, quantity and seasonality will be the most significant factors and Respondents will elaborate on it. Thirdly, the affects of trends and current policies will be depicted on its influence on chefs' choices when buying locally. Lastly, the economical aspects and purchasing autonomy will be presented by Respondents focusing on individual establishment performance.

The chapter will end up with a summary of major findings and discussion of its importance on menu construction in Prague's fine dining restaurants.

4.2 General knowledge with regard to local food production

Two main streams of identifying local product are present in the descriptions of Respondents of local food product. In regard to the fact that there is no existing definition of local product, Respondents gave set of their own set of definition which with some partial differences fit into geographical (Hindrichs 2010, Ibery et al. 2006, Jones et al. 2003, Morris and Buller 2003) and or emotional description (Alliance for Better Food and Farming 2002, Jones et al. 2003).

The geographical boundaries are as broad as the whole Czech Republic for chefs coming Prague. As described by R1 “... everything that is in the Czech Republic. Not only Prague. Farmer[s] cannot live in Prague...” R2 is more specific in regard to the location of Prague in Central Bohemian Region by arguing:

...of course for us in Prague it would mean the whole Czech Republic. For me Šumava is accessible, for me Krkonoše mountains are accessible, I can drive to the Moravia region for some products. So we are kind of better than, for example, if a restaurant in Brno would like to cook from something which is breaded in the Carlsbad region. (R2)

Two of the Respondents gave a specific number in terms of distance from Prague. R4 noted that “Product of local production is a product which is within my reach... should be consumed and comes from area of 200km of place of residence” and further R3 “...it would be in an area of 100km. Of course I am talking in larger scale. A local product should be within 20 to 30 kilometres.” In a moment when a chef described situation when purchasing product which was outside of his described reach (160 - 240 km when stated 100km) he will still consider it to be “local”. This supports argument that the local definition in terms of strict boundaries is obeyed when establishment requires. In literature the ideal distance would be between 30 (48km) to 50 miles (80km) (Jones et al. 2003; Ibery et al. 2006) but when needed, for instance in case of an urban area this coverage may extend up to 100 miles (160km) as argued by National Association of Farmers’ Markets cited in Jones et al. (2003).

One of the key attributes of local food “freshness” was used by several Respondents. This factor was often related to the speed of delivery of such “fresh” product, therefore a distance that the product has to overcome to reach the chef. Respondent 4 argued that “Bohemia would still be a local product for me. Not a product from the Czech Republic but from Bohemia, not Moravia. The Bohemian highlands is where I get my rabbits from.

... it all depends on the speed.” In support of this statement Respondent 3 provided an example of “...but the location is around you so some local sources. When he (the grower) picks it up in the morning so when he delivers it the same day it is still fresh.” Logistics therefore was defined by Respondents 1, 2 and 3 as a significant obstacle in obtaining such products. For Respondent 1 the ineffective supply led to purchasing most of the products himself, Respondent 2 used a third party delivery service for local produce and Respondent 3 tried to negotiate the deliveries directly with farmers, but found it rather difficult to manage. As described by Václavík (2008) and Feenstra et al. (2003) local produce shall be collected and delivered at one time. Apparently this is mainly what Respondent 2 is doing via third party company and Respondent 3 thinking about. The other possibilities for effective logistics and use of local produce offer on local food markets (Hnatek 2010) has been identified only by Respondent 4 but as described with no major success.

From an emotional perspective, chefs tend to get the most information as possible about the product and use it further. Example noted by Respondent 2 states that:

...for them (customers) it is very important. Sometimes it even happens that customer wants to see it. ... I could not take him to New Zealand but I can take him to Šumava and show him how the product that he had yesterday for dinner or will be having tomorrow, how it was created. (R2)

The origins play an important role in defining a local product as mentioned by R3 “...products should have been from natural resources and sources that are not endangered.” In support of this statement “... the product has its own story. That is very important to me. I know how it was created...” (R2).

As Jones et al. (2003) noted in their study, that economic factors are not the primary economic drivers and other social aspects should be represented. R2 describes the current situation in the market with the words “restaurants should not be afraid to sell Czech stuff

...this is where chefs should have a bit of their own pride and do something for the Czech cuisine ... and not use dishes that are connected with some foreign cuisine“. Pride and nationalism may also be found in other Respondents definitions “I also like to respect our country, Czech gastronomy so I am really glad that those products are pure Czech” (R2) or “It is the support for the farmers from my side because I most certainly can get Czech lamb so I am helping my country.” or “...most likely it is that inner feeling that I have bought a good product “ (R4).

The issue of lack of knowledge on the market was cited in literature (eg. Curtis and Cowee 2009) and led to a creation of hand books and guides how the relationships between farmers and chefs should be established and introduced (Václavík 2008, Feenesta et al. 2003). Seventy-five percent of chefs with no local food purchasing history were unaware of the possibility of buying locally (Curtis and Cowee 2009) however, all Respondents stated that they have made contact with farmers, but always described situation as somehow difficult. R1, R3 describes the behaviour of farmers as “passive” and some use a help of third party “... thank god this starts to work and of course there are people ... through which this trade, well not trade but contact we obtain and develop further ” (R2).

Respondents have proven that despite little knowledge of available definitions on local food products are able to accurately fit into two main streams of defining such a product. From this we may further identify that none of the Respondents was strict either in geographical boundaries or emotional aspects when it came to selecting supplier of such products. The geographical definitions were merely affected by the distance by car when the chef needs to obtain the product himself, however was not larger than approximately 200km or distance that would hinder the products “freshness”.

Inner feeling or pride was in many cases defined by the Respondents as factor distinguishing local product from other. Products which have origins or are processed in the Czech Republic are products which chefs identify and feel connected to. Animal welfare and way of farming was cited on a few occasions by the Respondents. This was insured by the possibility of chefs may in person see the process behind creating such a product which eventually adds the authentication to the experience.

4.3 Describing aspect in preference of local products

Issues influencing purchasing decision have been one of the most extensively researched areas in consumer behaviour and international marketing. Numerous studies have been conducted to examine various influences behind the decision making process such as nationality, ethnic relation, gender, purchasing parity but also influences from society, personal habits, traditions and origins. Consumer perception towards these influences is vibrantly changing therefore the issue remains interesting and practical to explore for the researchers in marketing studies and more specifically in catering business.

Four major aspects were identified after the data was collected and analysed. Quality, Originality, Seasonality and Quantity were the most common and charactering aspects of a purchase of local product, its process and final presentation to the visitors of dining establishments. Advantages or disadvantages of such preferences are described by the Respondents sometimes bringing contradicting views, thus creating new questions for future research.

The order of issues was given by the frequency which they appeared in the data collected.

4.3.1 Quality

Among the key variables in approaching the farmer Václavík (2008) defined sustainable quality which the study has shown as significant aspect. The fact that quality was the most determining factor used by all Respondents made it the highest ranked. From the general differentiation between imported and local product “If you buy the same product imported or local definitely local will be much better quality because it is grown here” (R1) to relation to other issues such as economic “Of course I need to look on the economic side but quality will always be on the first rank” (R2) or “...for me it is important to use, let’s say, coefficient quality against price“ (R3), but also other motivators may be identified in the answers from Respondents. Respondent 4 stated that mainly the repeated customers require products of the highest quality and when asked to state the differences between conventional farming product and local products his answer is as follows:

...to be honest I do not see a large difference in these two, I see only the final product. I do not go and watch how cows live. I get the product processed and then I evaluate the taste. If it is of a good quality and for a reasonable price. ... why purchase locally? Because it is high quality. If it was not high quality I would not buy it. (R4)

The gastronomic quality and originality of dishes are considered to be very important to all the menu planners, and they generally saw them to be “value adding” to high quality foods into attractive composite dishes (Morris, 1999). This is where Respondent 4 also uses an unspecified aspect of product as a “bonus” of what already is a quality product.

Personal involvement of chefs may be seen across the responses. An example of Respondent 3 when he argues that paying premium price for high quality products will return on satisfaction of his customers “ My name is under the menu and I want to offer customers the best I can.”

Unstable quality was one of the issues used by Respondents 2, 3 and 4. “Unfortunately quality here is unbelievably inconsistent. ... that is why in most restaurants there is Argentinean meat” (R4) and further when it came to the deal with restaurant owner chef had to prefer an imported product “...but sometimes the taste has played its role and the products were imported“ (R4). Close link in between was found in the study composed by Curtis and Cowee (2009) where the largest proportion of chefs (31%) stated the taste and quality of local products as “extremely important”. Respondent 4 stated a slightly more liberal approach explaining such a behaviour that ”I do not restrict myself from using pre-prepared products wisely. A smart chef has to be able to help himself but always respect the quality.”

Respondents have always related the quality to other issue. Most frequently it was the balance finding between economic (R1, R3, R4), logistic difficulties (R2, R3, R4) and quantity (R3, R4). However, always the primary concern was towards quality. In case of economic issues Respondents were able to shift to using other sources such as pre-prepared, imported foods and, in case of logistics, obtaining fast-time deliveries themselves. The quantity issue was put together mainly with the inability of farmers to produce stable quantity in stable quality.

4.3.2 Originality

This is where Morris (1999) relates the originality of local produce as a “value adding” dish to the menu. Large national associations are well aware of this fact and National Restaurant Association observed that in the U.S. farmers will take the risk of planting different produce if they knew there will be demand for the product. The differentiation of product, therefore providing a unique product on the restaurant menu, is favourable as

described by Respondent 2 “sometimes I think it is a shame that... we of course have interest like as a final group to have something interesting. To have something different than our competition.”

Respondent 1, 2 and 3 highly valued the fact that it may be especially picked or harvested to fit their requirements for the most recent menu composition. “... the most important thing not just for myself but for them (superiors) is to have my own farmer, who call us every day to tell us today I have that; next spring I will grow this; I would like to grow this, can you help me to make it better” (R1)? But also personalisation of the products has its difficulties which Respondents have to deal with. Being in continuous contact with the farmer is not seen as an obstacle but as time consuming necessity (R1, R2).

The National Restaurant Association (2007) has also elaborated in their release that farmers are willing to take risks if they know they have guaranteed market for them. Regarding this, Respondents take their own initiative and expanded their work to farmers themselves by assisting them with the personalisation of local products. For example the zucchini flower. described as “delicate product,” may only be sourced locally also in respect of the price which is 10 times lower than imported (R1). Further this working relationship is proven by another example from available literature where Miroslav Kubec (2009) helped to create an award-winning smoked cheese.

Apparently this is what Václavík (2008) and Feenestra et al. (2003) helped to identify the problem and pointed out the importance of a close relationship based on trust and respect between a chef and his supplier. Obtaining products not through traditional food chains that leads to having an advantage over competitors is described by the Respondents 1, 2 and 3 as a key success factor. Developing new partnerships were described as “time consuming” (R3) and one way approach as the farmer is rather passive (R1,R2). While

Respondents' initial contact is made directly (R1,R2,R3) or via third party (R2) and only one Respondent (R4) described his experience with using the opportunity of farmers' markets. Literature had further shown that farmers' market were an ideal place for creating new partnerships between chefs and farmers, thus enabling new and fresh collaboration (Ilbery et al. 2006; Pollan 2006).The rising trend of farmers' markets may be also recognised among Czech food critics and journalist (Hnátek 2009, Kruciel, 2009). Yet the study had proven that chefs are rather uninformed as to, or are not intentionally taking advantage of this opportunity.

But originality may also be closely related to history, as mentioned by numerous Respondents. Respondent 3 describes the situation of recent decade "I see products that have some history even if they were here during the reign of Wenceslas II., Charles IV. But unfortunately in the Communist period all that was good was destroyed." Respondent 4 went as far as describing situation where rose hip bushes were banned from planting by the emperor, as the Hussites were making arrows from it. Nowadays he (R4) is rejuvenating the plant by putting a rose hip berry pie on his menu. This argument is supported by Respondent 3 when he states that "fruit such as gooseberry or black currant have long tradition here but some people slowly keep forgetting how it tastes." Bringing authentication to the food as described by Beer (2010) may also be identified here. Respondents 2, 3 and 4 described using original products and personalising the menu to customers' tastes which might have been otherwise forgotten. In return Respondents are persuaded that offering differentiated products from their competitors will bring them higher customer interest and possibility to further promote themselves and their establishments.

4.3.3 Quantity

Respondent 3 states one stereotype about Czech consumers which he is facing in his restaurant "Czechs are fond of quantity not quality" where he further argues that Czech consumers are still not ready for premium prices which he relates to quality. An opposing statement by Respondent 4 has been presented in the study as follows:

...In Prague there are restaurants and hotels with large turnover and you see them in the media say that [the chef] selects those suppliers; that he picks his own lamb. He, in most cases, lies. Because it is impossible in our environment, in our restaurant Czech suppliers are unable to supply in that quantity and in that volume that restaurant needs. (R4)

This is contradicted by Respondent 3 when he describes situation that local produce is a produce which may be available any time and has no problem obtaining them himself. This means that from the position of chef he may decide and get the product himself ensuring the requested quality and amount. Nevertheless one thing may be certain: the demand of local products is increasing in numbers, particularly products such as fruit, vegetables, horticultural products and eggs (Bukanya et al. 2007; Ilberly et al. 2006)

As argued by Respondent 4 farmers are reluctant to deliver only requested goods if it means it will put the rest of production into peril. An example of beef was provided by Respondent 4. A farmer is willing to supply only requested cuts of meat on condition that he also takes the rest or finds second purchaser. Secondly the farmers lack the knowledge how to process the products for restaurant businesses (R4), therefore making it less attractive for chefs. Curtis and Cowee (2009) identified major barriers in their study, including both inadequate amounts of food as well as unstable quality. The information gap between demand over these products was summarised by Respondent 2: "... farmers

appear to me sometimes as being happy that he had created something but he does not really care about how is he going to sell it.”

Yet, for unstable supply, consumers seeking local products are “very concerned” about product freshness and its link to unstable amount, and are therefore rather accepting of it (Aguirre 2007). Unfortunately this is not the case of Respondents who require stable supply. To insure its stability chefs either take personal involvement in the creation process (R1) or use third party to obtain products for them in close collaboration (R2).

4.3.4 Seasonality

A logical sequence of changing the products according to the seasonality and time of the year of harvest also proved to be of an significant importance to the chefs. Respondent 4 related his reflection of seasonal products to human instincts in respect of harvesting particular products “now we are living in a town so when strawberries begin ... people want them. Even the period is good. People want this and even the body requires it. It is in the local area so we should consume it” (R4) or the relation to traditional holidays such as Easter, the Respondent had made.

The study showed that the most important factors in direct linkage with the product for chefs’ responses were: quality, originality, seasonality and quantity of such products. A rationale behind for Respondent 4 is put straight forward by an argument “so why purchase locally? Because it is high-class quality. If it was not high class quality I will not buy it” explaining the most frequent description of all the Respondents.

4.4 Awareness and implication of trends

Due to various obstacles in local food production and its related procedures (DeWeerd 2008; Essousi and Zahaf 2008) a vibrant area for local food has been created. Its increase in awareness (Dittrichová et al. 2010), consumption (Bukenya et al. 2007, Gustafson 2009) and economic possibilities (Loureiro 2005) led to identifying the right approach by many in different angles.

Respondents have demonstrated knowledge of current trends in menu construction and application of local products. Its application is discussed in broader context such as health-consciousness, animal welfare and public relations. Using local products sometimes is part of individuals' philosophy, a bold marketing tool, or a way to return to tradition and original values.

Respondent 2 demonstrated his commitment to local food through collaboration with national and government entities such as Czech Chefs association, Czech Centre for Tourism or Association for Hotels and Restaurants in the Czech Republic. Respondent 2 states that:

...we are trying for great support of Czech gastronomy, to bring back old recipes. ... All this support of positive awareness of Czech gastronomy because we cook from local products and that we have nothing to be ashamed of. It is tradition, part of this nation – good food in relation to local product. (R2)

The inconsistency of this trend is a factor that chefs are taking into account and rather look for a way of their own. Respondent 3 identified himself as a person open to trends, however, he also likes keeping consistency with his permanent menu. "I would not entirely change my whole kitchen only because it is modern right now. I have no idea what is going

to be modern in half a year and then another half a year. What then?” or “you cannot change the whole restaurant only because being vegan is modern” (R3). The radical point of presentation is not favourable and stable over the time period as described by Respondent 1. Therefore Respondent 1 suggests that one should follow his cooking philosophy rather than following a trend which will eventually change, by stating:

...for myself I follow the philosophy of cooking – that is the most important. You follow the trend but never lose your philosophy. Every chef they have their own philosophy and then you are trying to combine trend with philosophy ... if you don't have your philosophy you gonna be lost. (R1)

Philosophy has been related many times to the origins of products but also the family roots of individual chefs. An identity of philosophy has been associated with the place chefs grew up or what values they were taught. Respondent 3 identified this trend as returning back to tradition “...and even this trend which takes place at the moment, when we are returning back to tradition when we are supporting, or at least trying to support, traditional Czech Cuisine. Certainly local products are essential part of this trend.” This in fact led Respondent 2 to creating a unique dining concept named “Returning back to values” which celebrates its successful repetition. In support of Respondent 1 when he argues that:

...I have been travelling all around the world and in each country I will always find a same, sometimes same cooking technique like we do it in my country. ... I reflect in my philosophy my country of origin, based of course on local products. Using as many local products as I can. (R1)

The only natural and consistent trend in demand, according to Respondent 4, is seasonality. The relation of nature and body nutrition requirements differ in respect to the season, and this is the only trend in which Respondent 4 places his trust, as he reveals with the statement:

...Now we are living in a town so when strawberries begin same with cherries and people want them. Even the period is good. People want this and even the body requires it. It is in the local area so we should consume it. (R4)

Followed by a statement by Respondent 3 that we should not consume fruits which have been produced in our proximity as the acidity is more hurting our bodies than helping them.

The knowledge of customers visiting fine dining establishments has also been confirmed by the Respondents. Respondent 3 relates this to possibilities to travel and explore different cuisines and products. He (R3) related this sensory observation to quality of products more than anything else. An example of fish was provided “I might be buying frozen fish, which is cheaper and I would certainly make more of a profit, but customers are not fools. Thanks to travelling they experience a different butterfish in Croatia then they would ever get here.”

The pressure for knowledge is obvious to the Respondents, and they are trying to reflect it on the menu. In support of this statement, Respondent 2 states that using local product over an imported product gives him the opportunity to have public relation tool for his customers who seek more information. This he demonstrated with examples of farm visits he has taken along with his clients.

A contradicting opinion on action from Respondent 4 when he describes farm visits as a marketing move, which is also confirmed in the study by Curtis and Cowee (2009). The major issue described by Respondent 4 would be the scale of operation he has to deal with in the fine dining business. Nevertheless, the possibility of using local product as a sort of public relations tool is inevitably narrated by Respondent 1: “We even tell our guests where the products are from. So we even write on the menu 'this is from Kaplice,' or 'this from there and there'.” He explains, “... these things are important for restaurant image, progress and be able to tell our customers that we are environmentally friendly and we are doing this for the environment” (R1). Slocum (2010) discussed this in her conference notes

as one of the possible ways to promote local products in current environment and to start to reach some measurable success. The specific information and knowledge of the product to the chef is further elaborated in study by Curtis and Cowee (2009). In this study the personal knowledge of the products was “somewhat important” to the Respondents.

The classification and labelling of local products is further analysed by academics as well as industry professionals when Jones et al. (2003) and Kruciel (2006) discussed the issue of incorrect labelling policies and related loss of confidence by public in local foods’ quality and respect. Distrust of product labelling was identified by Respondent 4 “I do not fully trust BIO. I think it is a phenomenon, a good advertisement. If you cannot sell something you put BIO label on it. Housewives buy BIO like mad” and “he (the customer) gets the information only when you tell it to him. So really BIO and local area is a marketing move.”

Development of policies taking place in fine dining establishments and its progress may be summarised by all by Respondent 2 when he argues on the state of Czech gastronomy “I think that we still have a lot of work ahead of us. Because there are things that we still fall behind thanks to the 'dark period' when we were basically doing only what we were allowed to do.” The increasing impact of trends and information is evident in the product selection of chefs in Prague. However, this is rather happening incautiously as chefs are reflecting requests of their customers who eventually point out the trends.

4.5 Economic viability and sales areas

The lack of information on menu planning techniques available in literature, its theoretical benefits and planning in financial terms is evident among the Respondents. The aspiration to develop these techniques may not be identified as priorities but are more likely to lay on

experience in combination with personal feeling of the menu planners (Morris 1999). The quality of products, the social impact of them and creating a unique niche market product is clearly more important to them than short-term cost-profit objectives. After all, this is what Jones et al. (2003) developed in their study: that there are different value drivers for such establishments than for economic survival. But some Respondents use their own techniques to determine the economic feasibility of such products. “My statistics have showed me, over the time I have been working in the industry, that Czech sells well if it is well prepared and cooked” (R2). Furthermore Loureiro (2005) also came to a conclusion that customers are ready to pay premium prices for locally grown products.

In reflection of the lack of interest in adopting the menu, according to current trend Respondent 3, trends will pass always and will not give the stability to economic performance of the catering establishment. However, the same Respondent 3 admits that he is being affected by trends through his customers by more of a financial rationale behind “customers bring me money. ...I have to listen to what they want because I want my wage. It is simple as that.” But here a logistical aspect is present. Respondents 1 and 3 are persuaded that it is the distance that makes these products more pricy. Respondent 3 prefers to obtain local products himself, therefore cutting the cost for wholesaler or distributor and Respondent 1 relates cutting the logistic costs in selecting farmers located nearby for individualised products by stating:

...If you imported zucchini flower it will cost 10 times more than grow it here so why not teach the farmer to grow zucchini flowers? Maybe bring seeds from somewhere and grow it during the good season and probably it will be in much better condition. Yeah, freshly picked from the day before. (R1)

When it came to decision independence in purchasing locally, all Respondents had in common nearly absolute freedom in selecting, purchasing and selling products of local

production. After all to a highly similar conclusion came Václavík (2008) in his guide for restaurateurs. In some cases (R2 and R4) had to fit within food cost measures but find it rather easy and in case this measure was obeyed always were able to justify themselves in front of their superior. Respondent 4 states that:

...we had a purchasing agent but from the position of executive chef I had the say. ... If I would exceed that food cost then I will have to start finding cheaper products. But if it was within I could say that I want this meat and I don't care about the price because it is great quality.” (R4)

Respondent 4 gave an example of inefficient marketing and sales expertise of farmers which eventually lead to his distrust in local produce. But the Respondent (R4) also gives a solution when describing possible actions in grouping with other farmers for better marketing, advertisement and logistic solution (R3) by launching collection points which chefs could reach. An example of successful product delivery is described by Respondent 2 having no problem in obtaining new supplies and gaining new partnerships either directly or through existing collaboration.

Advertising of local products on the restaurants' menu is seen by Respondent 4 as purely relating to the state of mind of the owner and the chefs, and does not see it as necessity. “I purchase local product and support local producer. But for a customer it is not significantly important. You have to tell him and he needs to appreciate the fact that you are supporting local efforts.” Biospotřebitel (2009) confirms this by a statement that customers look at the conditions under which the product was created and its impact on sustainability. A different Respondent had represented results of his research where products of Czech origin are placed on particular part of the menu taking the high yielding place. “...simply by putting dishes on the front positions on the menu” (R2).

As Respondent 4 argued, he will not support a wrong business nor national economy. “I am a business man and I am not doing a business to support bad farmers. I might support them by an good advice telling them that his products are bad... . If he accepts my conditions even he grows.” (R4). But as stated by Respondent 3 ”...for me it is important to use, let’s say, coefficient quality against price.” Here the quality aspect is again brought to the forefront. There is also the moment where Respondent is protecting his own supplier in order to receive the best quality as described by Respondent 2:

...I am supporting farmers by giving them more customers. Of course this is against quality. ...this might turn even against the own person who established the contact who might not get the good of best quality only because of that farmer could make more profit. (R2)

4.6 Summary and discussion

Similar offset between characterising local products was identified between Respondents and literature. Geographical proximity as described by Hindrichs (2010), Ibery et al. (2006), Jones et al. (2003), Morris and Buller (2003) was one of the preference factors. Respondents were all able to give distance in which they will consider local produce to still be local, and in many cases this was related to one of the key aspects of local produce. Its freshness. On the other hand, a strong sense of patriotism and inner philosophy was described by Respondents when it came to preference of local produce. Respondents described their feeling as rejuvenating lost traditions, feeling of commitment to support farmers and the possibility to educate both suppliers and their customers.

The key attributes when purchasing locally were quality, originality, quantity and seasonality. These factors were evaluated in order from the highest importance to the lowest. In many cases Respondents related quality to other issues, however when deciding between two, quality always played the most important role (Curtis and Cowee 2009).

Personalisation or originality of these products was often related to the possibility to closely interact with producer and getting involved in creation of these products. The drive for such actions was for Respondents to have the possibility to have unique product on the market. The relationship plays an important role also in the aspect of quantity where the farmer produces limited amount for individual establishment. This is described by Respondents as the “right fit” as they obtain by continuous communication (Václavík 2008; Pollan 2006) the desired amount of goods.

Following a trend (DeWeerd 2008; Essousi and Zahaf 2008) was not presented by Respondents as the key drive to their work. Instead it was following own philosophy and commitment to deliver only the top quality dishes in their restaurants. As described by Bukenya et al. (2007) some of the Respondents agreed to be affected by trends via their customers but did not see this as major pressure on their decision of menu composition.

Economic issues (Loureiro 2005) were not of a significant importance to Respondents as they had full autonomy from their superiors. Either being able to balance cheaper imported product or take role in cutting the cost for local products. This was presented by examples of cutting the logistic costs when obtaining themselves or assisting with creation of these products.

Chapter V: Conclusion and recommendations

5.1 Introduction

Recent development in the food service industry not only has helped new movements and trends of health consciousness to emerge, but has also put more weight on local food. The result of long term cost saving, convenience and questionable practices among restaurateurs has led to a very distant or inexistent relationship between customers, chefs and farmers. Chefs playing a vital role in mediating the flow of current trends from the customers and offering the unique, sustainable and value added products offered by farmers on the plates of their restaurants. In between the tremendous amount of negative impacts of pre-cooked and pre-prepared foods, local food is winning among customers thanks to the unique food experience never tasted before. These outcomes have been recognised by many chefs and most importantly their direct superiors, restaurateurs, who do not hesitate to cut on their profits delivering and exploring what in fact has only been forgotten in the past. Despite many difficulties such as geographic distance, increased expenses or lack of continuous supply re-establishing links between consumers, food and place of origin of this food may be crucial in many cases.

Interaction of hospitality establishments represented by chefs and sourcing represented by farmers can be beneficial for both parties. Obvious limitations in these relationships such as unstable supply, quality, hygiene factors or simple “misunderstanding” when overcome creates a unique product for which customers are willing to pay premium price. Using communication, chefs become more informed of the history and source of the food in question and are able to offer this enlightenment of past into the menu of their restaurants. Thus customers are becoming more educated and require substantial products with

information that created the so called “added value”. In return, farmers are getting regular feedback from chefs on the behaviour of their customers and trends which may potentially create a competitive advantage on the market.

5.2 Summary of major findings

This study assesses chefs’ preferences for locally produced food using four semi-structured, in-depth interviews in Prague. First, when Respondents asked to define local produce, the answers ranged in the geographical distance between 20km to the whole area of the Czech Republic. But close geographical distance was not the most important factor. More subjective descriptions were presented: such as feeling of patriotism and pride, to Czech history as driving forces towards purchasing locally.

Using cut and paste method 4 key preference factors were identified according to its frequency. Quality, originality, quantity and seasonality were the key attributes. Quality predominating all other issues as Respondents have proven to have more tolerance or flexibility with others. Respondents for example did not hesitate to pay premium prices (a result also shown in Curtis and Cowee 2009), invest time in driving to the site of production or spend time with farmers on site only to ensure that the product they get is of the highest quality.

A desire to diversify and distinguish was also evident in the Chefs’ responses, as they gave high importance to the products’ ability to serve as unique dish (a result also show in Morris 1999). The close relationship with producers ensured stable deliveries for Respondents, which was followed by appreciation of their regular guests.

In this case Respondents found that the desired volume of local products had not met their expectation or agreed terms, and they had no problem in finding replacement in similar quality. However, the investment of time in relationship is seen as a hinderance here.

It is also worth noting that the independence in decision making process was designated by all Respondents. The relatively higher cost of many (but not all) products was not seen as an obstacle and given certain limitations such as food cost policy, Respondents were always able to justify these prices to their superiors and their customers. Here the use of local produce was used as a marketing move which in eyes of Respondents, customers do not hesitate to pay premium price for.

It is important to note that nearly all Respondents have shown little if any knowledge of literature and trends connected to local food. However, its effects are evident. As argued by one of the Respondents the main inspiration and motivation are customers themselves who demand goods in accordance with current trends. Therefore, Respondents are following trends rather incautiously.

Despite missing literature knowledge and trend awareness on local food, Respondents have shown enthusiasm in creating unique product on their menu while having positive impact on their environment. Inner feeling to always deliver the highest quality product and willingness to overcome issues is an asset all Respondents should keep up. Bringing their experience all the way from their childhood and presenting it with glance on their menu is mostly appreciated by final consumers; consumers who in return inspire them for further development and by raising publicity deliver larger scale to their operations.

5.3 Recommendations

From the informative aspect of the study has great room for future development. Respondents may in their pursue of high quality products begin new fresh collaboration with other players, such as media representatives (Czech TV, Maurer, Hnátek, Kruciel), or national associations, or they may create their own platform for sharing knowledge on the topic of local food. Obviously not all respondents will participate straight away as some of the techniques is seen by them as unique selling point knowledge, yet broader understanding might benefit all. Logical step would be to present the outcomes of this study via these channels and raise a discussion. One example possibilities might be presenting this study to the audience of culinary representatives in the Czech Republic. Ideal situation would be to approach chefs via Czech Chef's Association and launching focus groups or workshops. As the study had proven the knowledge of Prague chefs on literature is limited and it may be presented, discussed and then with its implication progress recorded.

As taste and quality are not necessarily recognised prior to consumption, suppliers are encouraged to supply chefs with product samples to demonstrate products benefits (as described by Václavík 2008 and Feenstra et al. 2003). Chefs should be able to create a list of reliable suppliers and balance the supply flexibly when needed. This might be encouraged by an extra intermediate who or which will be assisting mainly with the logistics part as this was identified as significant issue.

From the business perspective most of the respondents have shown only limited extent to which they market the local produce. Respondents in general prefer local produce quality than its marketability. By for instance investing more resources in public relations of their establishments may in return both raise public awareness as well as bring new customers.

From the social perspective the relationship between chef and farmer and their knowledge sharing might be beneficial when farmers are invited to the respondents' establishments to demonstrate their clients in form of cooking show the possibilities of local food. This will inevitably lead in more authentic experience of local food and its better understanding between all parties involved. But also respondents should upkeep their "inner" feelings and feel that thanks to their work the sustainability to rural development is brought.

5.4 Future research

This study may further be seen as platform for future development. Following research may involve a larger number of chefs across the whole spectrum of catering establishments in Prague. To understand in more detail the external factors. Respondents shall be selected from the rows of restaurateurs, customers, media or farmers and their responses directly confronted. The information collected may be derived using more research in general perspective about the decision power lying behind purchasing of locally produced food as well as giving new insight as to whether similar or other issues are seen in composition of modern menu using local products.

In vibrant environment of increasing awareness about local food, educational institutions in the Czech Republic may implement new dimension to this research, and investigate the extent to which customers have power on chefs' decision. The need for such research may underline the need of customers and specifically describe their demand.

CHAPTER VI: REFERENCES

AG Strategies 2003, Farm direct marketing for rural producers, available from: [http://www1.agric.gov.aab.ca/\\$department/deptdocs.nsf/ba3468a2a8681f69872569d60073fde1/eef191e806aaf22d87256a5e005580c5/\\$FILE/845-6.pdf](http://www1.agric.gov.aab.ca/$department/deptdocs.nsf/ba3468a2a8681f69872569d60073fde1/eef191e806aaf22d87256a5e005580c5/$FILE/845-6.pdf) (accessed 22nd November, 2010).

Aguirre J. A. 2007, The farmer's market organic consumer of Costa Rica, British Food Journal Vol. 109 No. 2, pp. 145-154.

Agricultural Marketing Service USDAAMS 2007, Farmers Market Growth, <http://www.ams.usda.gov/farmersmarkets/FarmersMarketGrowth.htm> (accessed on 29th November 2009)

Alonso, A. D. 2010, Farmers' relationship with hospitality businesses: a preliminary study, British Food Journal, Vol. 112 No. 11, pp. 1163-1174

Beer, S. 2010, Enhancing To see a world in a grain: The Authenticity of food, Linnaeus University School of Business and Economics, Sustainable Food in Tourism and hospitality conference, Sweden, Kalmar.

Bukenya, J. O., M. L. Mukiigi, J. J. Molnar, and A. T. Siaway. (2007), Consumer Purchasing Behaviors and Attitudes toward Shopping at Public Markets, Journal of Food Distribution Research, Vol. 38, No.2, p.12-21.

Biospotřebitel, 2009, Je lépe využívat místních potravin?, published 29.4.2009, http://www.spotrebitele.info/potraviny_zdravi/clanek.shtml?x=2349895, (accessed on 22nd November 2009)

Brown, C. 2005, Supermarkets – their impact, Institute of Agricultural Management and the British Institute of Agricultural Consultants on 16th & 17th November 2005, http://www.arthurrankcentre.org.uk/projects/rusource_briefings/rus05/294.pdf, (accessed on 22nd November 2009).

Bryman, A. 1988, Quantity and Quality in Social Research. Routledge; New edition, ISBN: 9780415078986, pp. 13-33

Curtis, K. R., Cowee, M. W., 2009, Direct marketing Local Foods to Chefs: Chef preferences and Perceived Obstacles, Journal of food distribution research, Vol. 40, No.2, p. 26-36.

DeWeerd, S. 2008, Is local food better?, World Watch (May/June) Volume 22, No.3, Available form: <http://www.worldwatch.org/node/6064> (accessed 24th September, 2009)

Dick, R. 1999, Rigour without numbers: The potential of dialectical processes as qualitative research tools, Interchange; 3rd edition, ISBN: 1875260110

Dittrichová, Š. 2008, Lištičky na Vinici, 1st edition, CZ, Galén

Dittrichová, Š., Faltys, J., Urban, P. 2010, Kuchař budoucnosti, seminář o udržitelném zemědělství, čerstvých surovinách z místních farem a živé stravě, Chef of the year competition, Hotel Clarion Prague, Prague, Czech Republic.

Díky našim sedlákům dohnaly pražské trhy Vídeň. Nemáme se za co stydět 2010, Idnes.cz, Hnátek V., Available from: http://hobby.idnes.cz/diky-nasim-sedlakum-dohnaly-prazske-trhy-viden-nemame-se-za-co-stydet-12j-/hobby-domov.asp?c=A101025_152351_hobby-domov_mce, (accessed 26th October 2010).

Douthwaite, R. 1996, Short Circuit, Available from: <http://www.feasta.org/documents/shortcircuit/index.html?sc6/c6.html> (accessed 26th September, 2009)

Essoussi, L. H., Zahaf, M. 2008, Decision making process of community organic food consumers: an exploratory study, Journal of Consumer Marketing, Vol.25, No.2, p. 95-104.

Feenstra, G., Ohmart, J. and Chaney, D. 2003, Selling Directly to Restaurants and Retailers, University of California Sustainable Agriculture Research and Education

Program, <http://www.sarep.ucdavis.edu/cdpp/selldirect.pdf>, (accessed on 21st October 2009)

Gastronomické obrození? 2008, Reflex 42/2008, HANA MICHOPULU (15. 10. 2008), Available from: <http://www.reflex.cz/Clanek33930.html> (accessed 24th September 2009)

Gustafson, M. 2009, Local Food Trend Offers Opportunities for Entrepreneurs, University of Nebraska Lincoln, Institute of Agriculture and Natural Resources, <http://ianrnews.unl.edu/static/0910290.shtml>, (accessed on 22nd November 2009)

Hegarty, C. and Przezborska, L. 2005, Rural and agri-tourism as a tool for reorganising rural areas in old and new member states – a comparison study of Ireland and Poland, International Journal of Tourism Research, Vol. 7, No. 2, pp. 63-77.

Hinrichs, C. (2000), Embeddedness and local food systems: notes on two types of direct agricultural market“, Journal of Rural Studies, Vol. 16, pp. 295-303.

Holm, J. 2010, Enhancing Sustainable Food Cultures by Experience Based Learning in Tourism, Linnaeus University School of Business and Economics, Sustainable Food in Tourism and hospitality conference, Sweden, Kalmar.

Hyde K. F. (2000), Recognising deductive processes in qualitative research, Qualitative Market Research: An International Journal, Vol. 3, No. 2, pp. 82-89 .

Ilbery B., Watts D., Simpson S., Glig.A, Little J. 2006, Mapping local foods: evidence from two English regions, British Food Journal, Vol. 108, No. 3, , pp. 213-225.

Johanisová, N. 1999, Lokalizací Proti Supermarketům, hyper.cz/soubory/Johanisova.rtf, (accessed on 22nd November 2009)

Jones, P., Shears, P., Hillier, D., Comfort, D., Lowell, J. 2003, Return to traditional values? A case study of Slow Food, British Food Journal, Vol. 105 No. 4/5, 2003.

Kubec, M. 2009, Organic food in “Fine Dining”, Series of presentations at Czech University of Life Sciences, <http://www.listicky.estranky.cz/archiv/uploaded/50>, (accessed on 22nd November 2009)

Klasa, 2010, Pravidla pro udělování národní značky KLASA, http://www.eklasa.cz/filespace/content/pravidla_pro_udelovani_narodni_znacky_KLASA.pdf, (accessed on 4th December 2010)

Kruciel M. 2006, Výrobky KLASA: Ostuda pro české potraviny?, published 13.06.2006, <http://www.cuketka.cz/?p=134>, (accessed on 12th September 2010)

Lampkin, N. 1999, From niche to mainstream for EU organic farming, Proceedings of Euro.Organics'99, AgraEurope conference, London

Lancaster, G. 2005, Research Methods in Management, UK, Elsevier

Lawson, R., Guthrie, J., Cameron, A. and Fischer, W.C. (2008), Creating value through cooperation – an investigation of farmers' markets in New Zealand, British Food Journal, Vol. 110, No. 1, pp. 11-25.

Loureiro, M. and W. J. Umberger 2005, Assessing Consumer Preferences for Country-of-Origin Labeling, Journal of Agricultural and Applied Economics, Vol.37, No.1, p.49-63.

Morris, C., Buller, H. 2003, The local food sector: A preliminary assessment of its form and impact in Gloucestershire, British Food Journal, Vol. 105, No. 8, pp. 559-566.

Morris, P. 1999, Menu engineering in upscale restaurants, British food journal, Vol. 99, No. 10, pp. 388-395.

Mintel, N. 2002, Eating out Habits, Mintel, London

National Restaurant Association, 2007, NRA survey of chefs reveals top food trends heating up restaurant menus <http://www.restaurant.org/news/story.cfm?ID=545>, (accessed on 22nd November 2009)

Patton, M.Q. 1991, *Qualitative Research and Evaluation Methods*, 2nd., Sage Publications, Newbury Park, CA.

Patton, M.Q. 2002 *Qualitative research and evaluation methods*, 3rd., Sage Publications, ISBN: 9780761919711, pp. 405,56

Pollan, M. 2006, *The Omnivore's Dilemma. A Natural History of Four Meals*, US, Penguin Books

QMU, 2009, MBA Resarch Methods for Business week 12- Analysing qualitative data, <https://learn.qmu.ac.uk/webct/urw/lc7296991535001.tp7296991558001> (accessed 7.9.2009)

Ruyter, K. and Scholl N. 1998, Positioning qualitative market research: reflections from theory and practice, *Qualitative Market Research: An International Journal*, MCB University press, Vol. 1, No. 1, pp. 7–14.

Rosenwald, M.S. 2006, A growing trend: small, local and organic, *Washington Post*, November 6, p. D01, available at: www.washingtonpost.com/wp-dyn/content/article/2006/11/05/AR2006110500887.html (accessed 22nd November 2010)

Slocum L. S., 2010, Web-based collaboration in food tourism: Developing cross industry partnership, Linnaeus University School of Business and Economics, Sustainable Food in Tourism and hospitality conference, Sweden, Kalmar.

Starr, A., Card, A., Benepe, C., Auld, G., Lamm, D., Smith, K. and Wilken, K. 2003, Sustaining local agriculture: barriers and opportunities a to direct marketing between farms and restaurants in Colorado, *Agriculture and Human Values*, Vol. 20, No. 3, pp. 301-21.

Sustain 2002, *Sustainable Food Chains*, Briefing 1 Local Food; Benefits, obstacles and opportunities, <http://www.sustainweb.org/pdf/briefing1.pdf> (accessed on 5th December 2010)

USDA Economic Research Service. Food Availability (Per Capita), DataSystem; <http://www.ers.usda.gov/data/foodconsumption/> (accessed on 22nd November 2009)

Van den Hoonaard, W. T. 2002, Walking the tightrope: ethical issues for qualitative researchers, University of Toronto Press, Scholarly Publishing Division; 1 edition, ISBN: 0802085237 p.156

Václavík T., 2008, Jak nabízet bioprodukty restauracím, Czech Ministry of Agriculture, http://www.bio-info.cz/uploads/download/Jak_nabizet_bioprodukty_restauracim.PDF, (accessed on 22nd November 2009)

Vaughan, T. 2008, Going Slow in Scotland, Caterer & Hotelkeeper, Hospitality & Tourism Complete, Vol. 198. Issue 4521. pp. 32-34.

Vanderstoep S., Johnston D. 2009. Research Methods for Everyday Life. San Francisco. Jossey-bass, p.62.

Vavřík, J. 1993, Různost ekonomickosociálních zájmů v procesu transformace Českého zemědělského držstevnictví, Vysoká Škola Zemědělská, <http://www.agris.cz/etc/textforwarder.php?iType=2&iId=141865&PHPSESSID=a3>, (accessed on 22nd November 2009)

Vrkatová, D. 2009, PRESS REPORT 3 March 2009, Prague Food Festival, <http://www.praguefoodfestival.com/en/tiskova-zprava-3-3-2009.html>, (accessed on 22nd November 2009)

Weber, L. C. , Matthews H. S. 2008, Food-Miles and the Relative Climate Impacts of Food Choices in the United States, American Chemical Society, ENVIRONMENTAL SCIENCE & TECHNOLOGY / Vol. 42, No. 10, <http://pubs.acs.org> , (accessed on 22nd November 2009).

Woolven, J. 2005, The food chain – the win, win, win supply chain, Institute of Agricultural Management and the British Institute of Agricultural Consultants on 16th & 17th November 2005, http://www.arthurrankcentre.org.uk/projects/rusource_briefings/rus05/294.pdf, (accessed on 22nd November 2009)