

# Study the Sustainability and challenges of farm to fork restaurants in Metropolitan city of Maharashtra. Estudio la sostenibilidad y los desafíos de los restaurantes de la granja al tenedor en la ciudad metropolitana de Maharashtra.

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## ABSTRACT

Farm to fork concept is established in metropolis cities. The data was collected from 31 farms to fork restaurants to understand the operation out of 48 restaurants. The concept still not getting the amount of sustainable business in the Indian market. Research suggests that there is good protection to successfully run the concept restaurant as the city market demands. The study analyses the challenges faced by the restaurant owners, where creating consistent supply chain management of raw fresh food, control on food cost affects the business sustainability. The study will make understand the new business owners for farm to fork restaurant start-up in India. They will understand the challenges and how to survive in a current market environment.

Keywords: Farm to fork restaurant, Sustainability, challenges, supply chain, Metropolitan city.

## RESUMEN

El concepto de la granja a la mesa se establece en las metrópolis. Los datos se recopilaron de 31 granjas a tenedores de restaurantes para comprender el funcionamiento de 48 restaurantes. El concepto aún no está recibiendo la cantidad de negocios sostenibles en el mercado indio. La investigación sugiere que existe una buena protección para ejecutar con éxito el concepto de restaurante según lo exige el mercado de la ciudad. El estudio analiza los desafíos que enfrentan los propietarios de restaurantes, donde la creación de una gestión consistente de la cadena de suministro de alimentos frescos crudos, el control del costo de los alimentos afecta la sostenibilidad del negocio. El estudio hará comprender a los nuevos propietarios de negocios para la puesta en marcha de restaurantes de la granja a la mesa en la India. Comprenderán los desafíos y cómo sobrevivir en un entorno de mercado actual.

Palabras clave: Restaurante de la granja a la mesa, Sostenibilidad, retos, cadena de suministro, ciudad metropolitana.

## INTRODUCTION

Farm-to-fork concept, where vegetables are acquired from the farms and introduced straightforwardly onto your platter. Few restaurants grow their produce on their farms or acquire them from local farmers, which not only boosts the local economy but also reduces the carbon footprint. It has an occasional food menu that changes at regular intervals and every one of the fixings is privately sourced and liberated from pesticides or chemicals. The restaurant's sources directly from farmers without having any middlemen or distributor, which reduce the transport time and keeping flavors and nutrition as intact as possible. Some restaurant

serves big and small portions as per customers demand, that helps to reduce wastage. (Article in [www.Femina.in](http://www.Femina.in), June 2020)

The farm-to-table movement has started in the 1960s, where fresh produce used to be processed or canned. This became popular in the American market at the time. People started thinking about freshness, nutritional value, food safety. There was also concern about environmental degradation and improvement of the local economy. This made the farm-to-table concept popular. Restaurateur and food activist Alice Waters' Chez Panisse in Berkeley, California was one of the first restaurants to endorse farm-to-table dining. It opened in 1971 and has sourced most of its ingredients from Bob Canard's Green String Farm for the past 30 years. Waters' Chez Panisse has gone on to become no less than an icon in the business today. (Restolabs magazine, 2017) It's a concept that's traveled from restaurants and hotels around the UK and Europe in Mumbai and Delhi. The champion begins with the noble cause of giving back to society and the motherland. Some restaurants also use ingredients that are plucked fresh from an in-house farm. There are few restaurants successfully running the concept in India such as wellness resort Atmantan with restaurant name Vistara near Pune, Masque, The Pantry, The Yoga House, The Village Shop, Birdsong Organic Café, and Farmer and Sons in Mumbai (Economic Times newspaper April 2016)

The farm-to-table concept in consideration of restaurants will have a huge scope in the Indian market. Agriculture and farming play a vital role in India's economy. The concept is getting popular in metropolitan cities such as Delhi, Mumbai, Bangalore, and Pune.

Despite growing the concept, they have also faced various challenges and limitations in this business, such as space, supply chain, and competition from regular restaurants. The awareness among consumers is key to the success and sustainability of the farm-to-table concept. Few restaurants have changed from farm-to-table concept restaurant to regular restaurant after running successfully for 1 or 2 years, this motivates me to study and understand the farm-to-table concept in detail. (Article in Verve magazine 2020)

## MATERIAL AND METHODS

To carry out this study the insights of the set objectives were studied carefully. The parameters of analyzing the sustainability of farm-to-table restaurants of Mumbai and Pune city. A questionnaire was floated through Google Forms. This feedback from various targeted respondent owners of the farm-to-table concept restaurant was collected with the help of the survey questionnaire. This survey was specifically carried out to evaluate and fulfill the set objectives for the study.

### Methods of Data Collection

A descriptive form of research was used to study the various parameters of operating a farm-to-table restaurant and how the trend is emerging very fast nowadays. This also includes surveys and fact-finding inquiries in a different manner.

Primary data - was collected from the mixed sample of various owners operating farm-to-table restaurant.

Primary data was collected through the survey in the following ways:

**Telephonic Interviews:** The answer was sought to a set of pre-conceived questions through telephonic interviews and the data was collected in a structured way.

**Questionnaires:** Considering the Reviews, and the additional inputs, one questionnaire was prepared and distributed to various owners operating a business of farm-to-table.

Secondary data - was collected from published / unpublished literature of the topic and how the concept is now emerging in the current market scenario and

also the latest references available from the journals, newspapers, research publications and magazines, records, and other relevant sources available online. Questionnaire – Design and implementation: The questionnaire design was done with the aid of experts in statistical techniques and taking into account the depth needs & objectives of the study. The questionnaire was administered to the sample population and sample size.

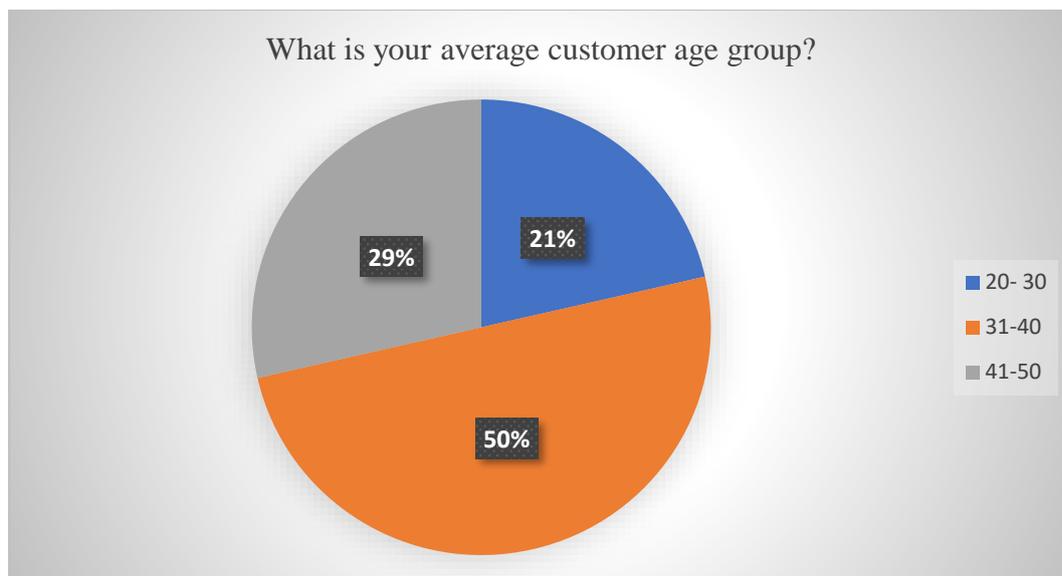
Sampling Techniques: To conduct this study different Farm to fork restaurant owners were selected who were successfully running the business. To achieve the minimum sample requirement a total of 48 questionnaires were distributed and in return 31 responses were received.

## RESULTS

G.1. Average age group of the customers who visits Farm-To- Fork restaurants.

To understand the operation of the farm to fork concept restaurant the first question was ask to the restaurant owners about their target customer's age group, which indirectly relates to its sustainability in the future.

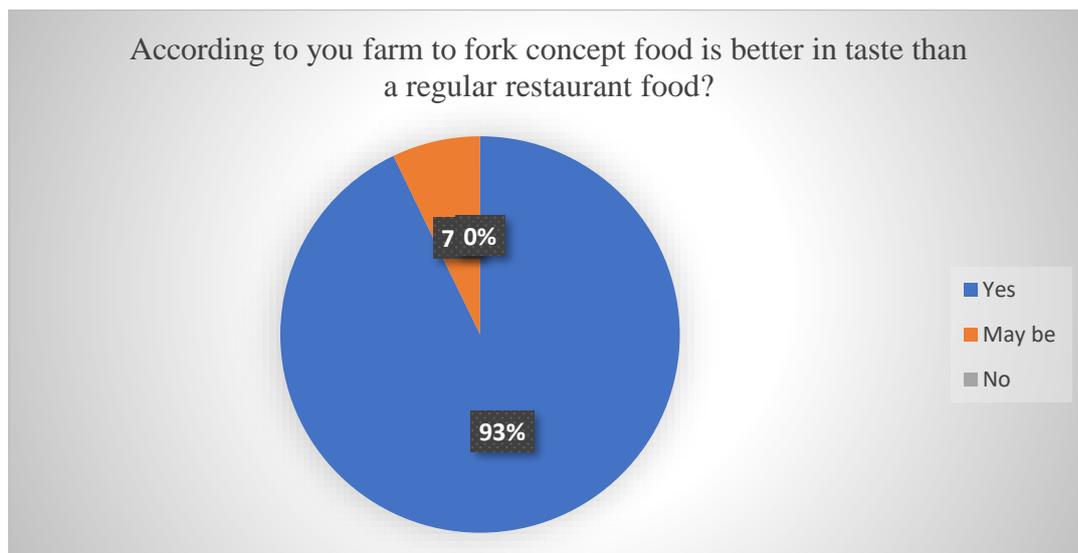
Interpretation – the customers who are interested to visit such types of restaurants in the age group between 31-40. The second larger age group is 41 to 50. The farm to fork restaurant is not so popular among young people.



Graph G.1 Marketing strategies

G.2. Comparison of food taste between the Farm-To -Fork and regular restaurant.

Question was asked related to the farm to fork concept food dishes served, for which is the crude transitory material acquired straightforwardly from Farmers. Understanding the proprietors firmly concur that the homestead to fork idea food dishes, for which the crude short-lived material has secured straightforwardly from the farmers, with least took care of and voyaged is preferable in taste over a customary café food.



Graph G.2 Food Taste Comparison

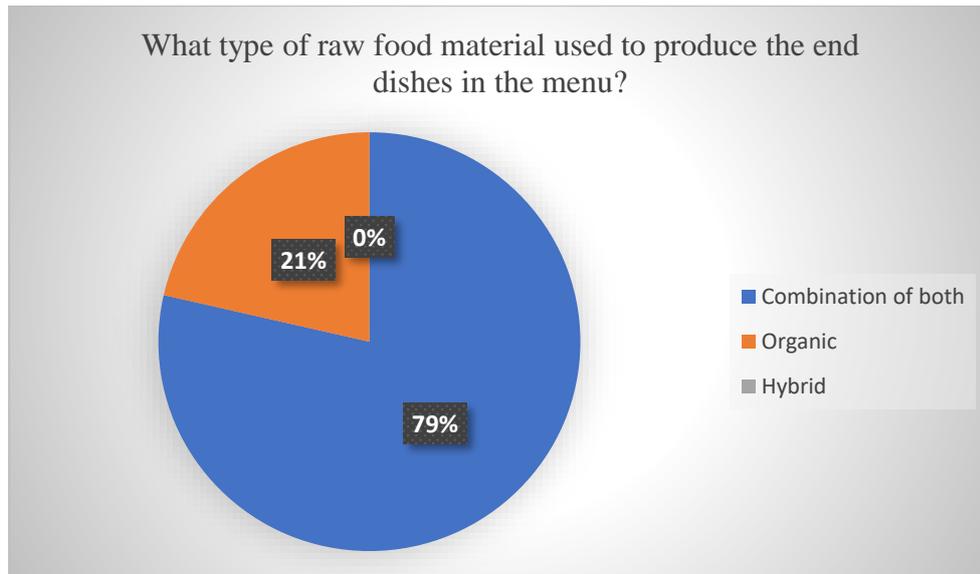
### G.3. Success of the concept in Metropolitan city.

Inquiry was posed to the proprietors about the fruitful running the eatery in metropolitan city like Mumbai and Pune Understanding According to the respondent the Farm to fork idea will be effective in metropolitan city like Mumbai and Pune in longer run. 71% are positive and 29% accepts that it won't be fruitful.

### G.4.Type of food served by Farm- To Fork restaurants.



Graph G.3 Future Success of Farm to Fork

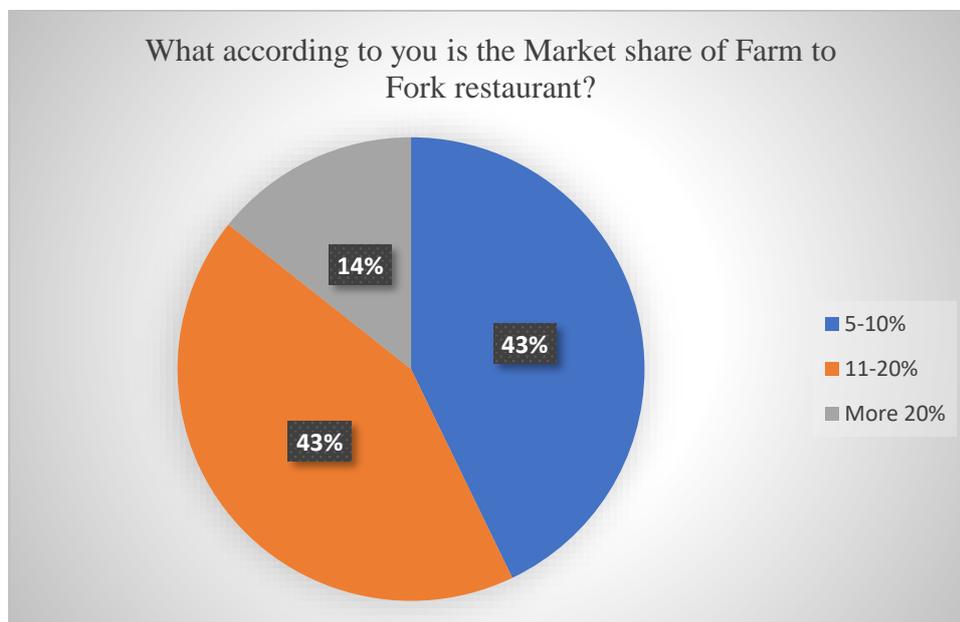


Graph G.4 Type of Food

To understand the restaurant operation, question was to the owners about type of raw food material used to produce the end dishes in the menu. As indicated by the outcomes 78.6% respondent utilized mix of natural and crossover food. The 21.4% respondent just utilize natural food material

#### G.5. Market share of Farm – To Fork restaurants

According to 86% of the owners said that on an average farm to fork restaurant has 5 to 20% share only in all market. Only 14% owners said that market share is above 20%.



Graph G.5 Market Share

#### G.6. Supply of raw material and local produce.

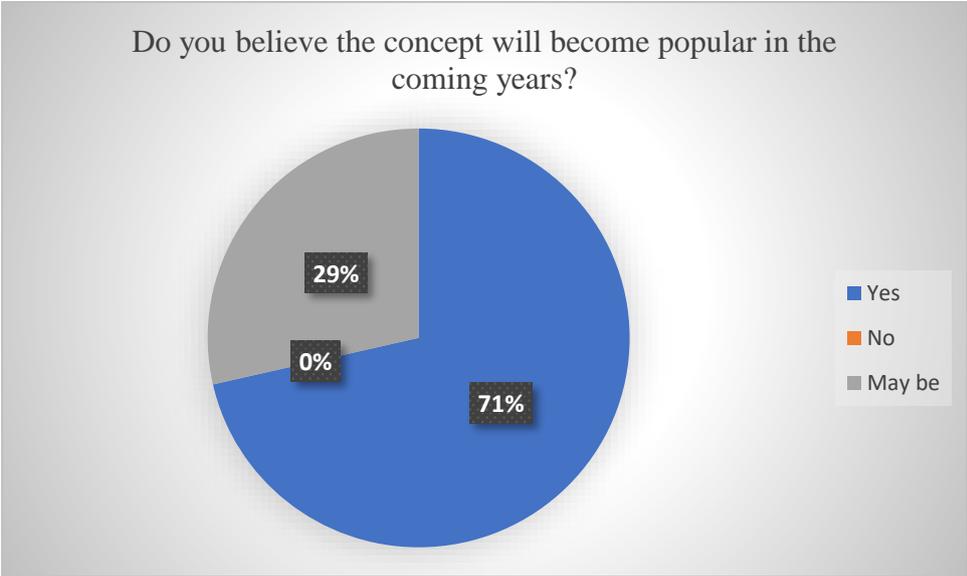
The 72% farm to fork restaurant owners procure raw material from local suppliers regularly or sometime. 28% don't stick to local produce and go to other market place.



Graph G.6 Raw Material Supply

G.7. Effect of Government Support and Local facilities to the owners.

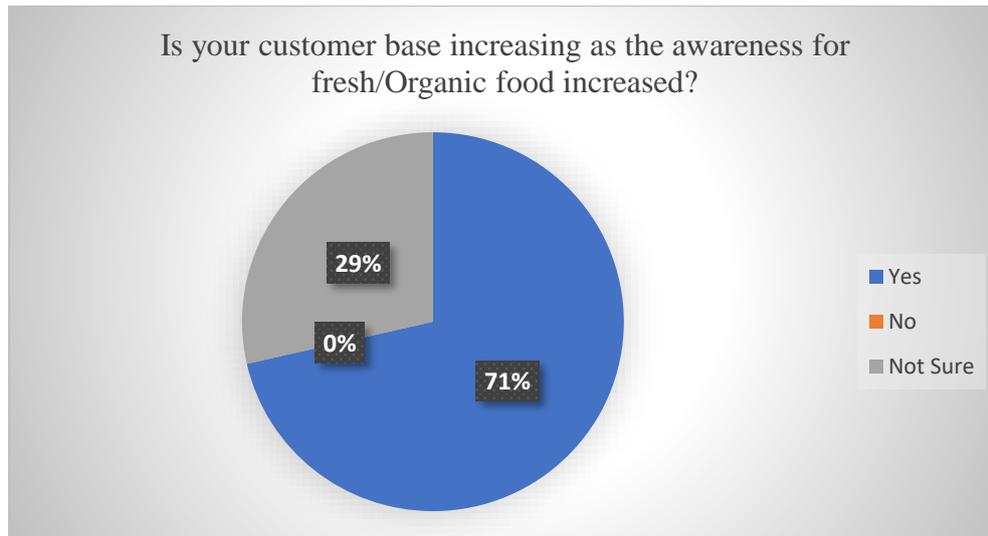
According to the 79% owners as infrastructure and supply chain management is vital part of farm to fork business, the government local facilities play major role in success and sustainability of business. The 21% believes the government facilities does not affect much.



Graph G.7 Farm -To Fork popularity

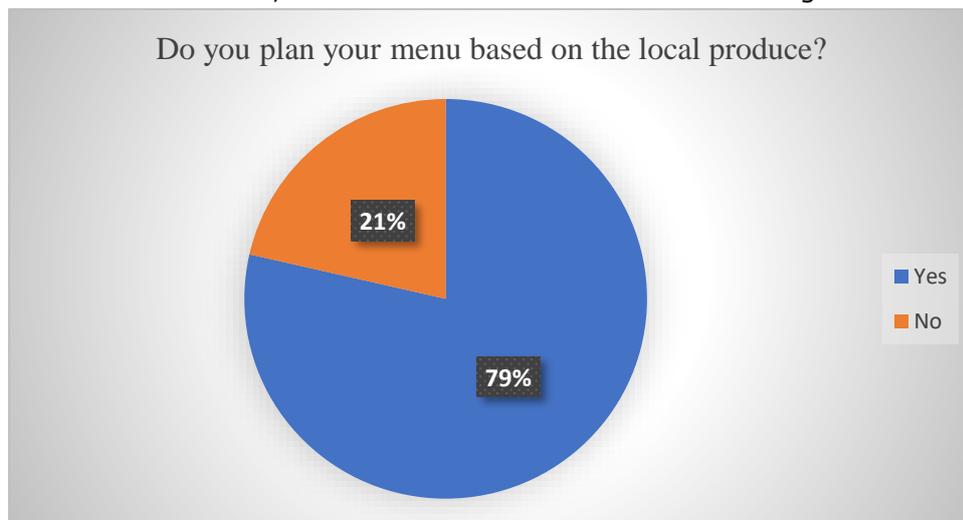
G.8. The Farm -To Fork popularity in Metropolitan cities.

The 71% owners believes that the concept will be popular in future, where as 29% owners don't agree with it.



Graph G.8 Customer awareness

G.9. Farm – To Fork customers awareness and benefit of the concept. From the last few years people in Metropolitan city understanding the important of Healthy food and benefit of organic food; So, pertaining to this a question was ask that if people awareness about fresh food or healthy food increase, is it going to increase your customer numbers? According to 71% owners agree that if awareness increase, customers also increase. 29% don't agree with this.



Graph G.9 Menu planning

G.10. Farm – To – Fork menu planning with local ingredients. The 79% owners plan the Menu base on local produce by the farmers, where as 21% use mix of local produce and import from other sources.

G.11. Awareness of Health benefit of Farm – To Fork food. The question was asking to the owners that whether the farm to fork food is healthier than regular food of restaurant? All the respondent are very positive and believes that the food is much healthier than regular restaurant food.

G.12. Customers visiting restaurant During the telephonic interview question was asked to the owners that on an average how many customers visit their restaurant/café? According to the

respondent between 100 to 500 customers visit per month. The number is higher specially during public holidays and weekend.

#### G.13. Aims of starting Farm to fork business

Question was asked to the owners that what was their Aim/motivation behind starting of the business.

To provide quality food, as the ingredients are procuring directly from farmers.

Be vocal for local producer

Give direct business to the farmers and give quality food to customers

Reduce carbon footprint, provide nutritious food.

Value for money and chemical-free fruits and vegetables

Provide business to local producers, strengthen the local economy.

Encourage a healthy lifestyle.

#### G.14. Promotion of the concept amongst the health concise people

Most of the owners promote this concept amongst the health concise people, for that reason they use specific marketing strategy as follows –

Local gym ties up and creating what's up group

Giving tasting menu to customers

Doing nutrition calculation of recipes and use same as an upselling technique on Menu and social media.

#### G.15. Marketing strategies adpoted by the restaurant owners to make the concept successful.

Which sort of showcasing procedure like board/hording, staff advancing, print media and electronic media will be more viable for achievement of the business? As indicated by the respondent the best advertising methodologies will be electronic media followed by promotion through service staff and print media. The board/hording, won't be powerful as contrast with different systems.

#### G.16 Challenges faced by the restaurant owners to operate and sustain in the buiness.

The Restaurant proprietors to run such sort of idea face different difficulties, for example, Dealing with Labor turnover, set up of inventory network the board, Controlling food cost and different costs, Hygiene of Farm, set up of supply chain management for raw material, Training of staff, Perishability &Wastage to run and support in the difficult market. At the present the idea is settling down in Metropolis city like Mumbai and Pune. The results show that the propriters face maximum challenges from the listed is storage of material, staff training and set up of supply chain management for raw material. The second set of challeges is to control food cost and others expences, labour turnover and food wastage.

#### G.17. Startup challenges faced by Farm- To Fork restaurant owners.

The new restaurant starts up, takes lots up efforts and faces various challenges especially when a new concept is introducing in the business, where is challenges faced during startup such as Government norms is being rated highest among others, whereas, Labour availability, Infrastructure set up, Transport from Farm to restaurant is second highest. According to the feedback from restaurant owners the local farmers support, financial support is less challenging but time-consuming task.

Table G.15 Marketing strategies

S.R.NO	MARKETING STRATEGIES	PERCENTAGES
1	Boards /hoarding	70%
2	Promotion of concept by service staff	83%
3	Electronic media	90%
4	Print media	80%

Table G.16 challenges face in implementing form to fork concept

S.R.NO	OPERATIONAL CHALLENGES	PERCENTAGES
1	Set up of supply chain management for raw material	67%
2	Dealing with labour turnover	60%
3	Controlling food cost & other expenses	61%
4	Hygiene of the farm	69%
5	Perishability &Wastage	54%
6	Training of staff	68%
7	Storage of raw material	61%

Table G.17 Startup challenges faced by Farm- To Fork restaurant

S.R.NO	STARTUP CHALLENGES	PERCENTAGES
1	Financial support	59%
2	Labour availability	64%
3	Infrastructure set up	64%
4	Local Farmers support	61%
5	Transport from Farm to restaurant	64%
6	Government norms	67%

#### Recommedations –

The government and farm owners must have lison for the success of the concept. Government should create farm to fork restaurant friendly policy to sustain the farm to fork concept.

The restaurant owners should create awareness amongs the customers so they restaurant buiness will sustain in longer run.

#### DISCUSSION

The farm to fork concept has a bright future as per the study shown in the paper. The study will advance the knowledge of the successful Startup of farm to fork restaurants

in India. The Research outcomes suggest that there is demand for such type of food, especially in the metropolitan city. There are a Startup and operational challenges faced by restaurant owners, which need to resolve as per their priorities shown in data analysis. The owners recommend doing various effective marketing activities which are analyzed in the paper for the future success of the business. Sustainable operations depend on various factors such as training of staff, supply chain management, and their aim /soul behind starting up the farm to fork restaurant.

#### ACKNOWLEDGEMENTS

Following Restaurants participated in filling up questionnaire and providing information (Maharashtra, India.)

Nisarga Urja, A-1, Pashan Rd, Abhimanshree Society, Pashan, Pune, Maharashtra 411008.

The Farm Life - Cafe & Store, Senapati Bapat Rd, next to Scorpio snooker parlour, Shivaji Co- operative Housing Society, Bhageerath, Gokhalenagar, Pune, Maharashtra 411016.

Farm Fresh – Thane (west), Mumbai, Maharashtra.

The Table - ground floor, kalapesi trust building, opp. dhanraj mahal, below hotel suba palace, apollo bunder marg, colaba, mumbai 400039, Maharashtra.

Santé Spa Cuisine- 19, 1st Ln, near Dario's Restaurant Café Bar, Vasani Nagar, Koregaon Park, Pune, Maharashtra 411001.

Obasket, Mulshi, Hinjawadi, Pune, Maharashtra 411037.

Farm to fork Solutions- C3, B-3 & B-12A, Balrama Building Near Bandra Family Court, Bandra Kurla Complex Rd, opposite FDA Bhavan, Bandra East, Mumbai, Maharashtra 400051.

The fat Labrador café- DSK Ranwara Pool, Shop No.4A, Business Square, Opp, DSK Ranwara Rd, Bavdhan, Pune, Maharashtra 411021.

Yogasatva- 7th Floor, Pinnacle House 15th Road Khar Pali Road Same Building As Arth Restaurant, next to Pawan Heightz, Mumbai, Maharashtra 400050.

Flags Link Road, Shri Sevantilal Khandwala Marg, Near Chincholi Bunder, Kandivali, Signal, Malad West, Mumbai, Maharashtra 400064.

Farmers' Café- Shop No.1, Celeste Bldg, Plot No. 470, Kinchin CHS, 14th Rd, Khar, Khar West, Mumbai, Maharashtra 400052.

Café ABC Farms, Salunke Vihar Road, Kondhwa, Pune, Maharashtra 411048.

Farm Ville Garden Restaurant- Kirti Garden, Sus, Road, behind Nissan Showroom, Pashan, Pune, Maharashtra 411021.

The Farm Resto- Survey no 225, Vimal farm, Aundh - Baner Link Rd, opp. The Spires, Aundh, Pune, Maharashtra 411007.

Ground Up- Shop No. 5, Viman Platinum Building, Ganpati Mandir Road, opp. Fun Fitness, Pune, Maharashtra 411014.

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