

Customers' Acceptability on the Farm to Table Concept on the Selected Restaurants in Cavite

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Abstract: Filipinos are food lovers. In every part of the country, restaurants big and small are everywhere and each Filipino knows how to reach these food hubs by all means just to taste the food they cater. However, little is known about how farm to table restaurants prepare their food, where it come from and how acceptable are these restaurants and the food, they serve to the Filipinos in the places they are located. To identify this concept of food preparation the goal of this study is to determine customer acceptance at a few farm-to-table restaurants in Cavite. The researchers will analyze the customers' acceptability of the selected farm to table restaurants in terms of their cuisine palatability, price, atmosphere, concept authenticity, and ambiance of location. The 4-point Likert scale for the questioner evaluation will be used, and be delivered to the respondents to review the farm to table restaurant, utilizing the mixed method. The respondents will be given four options, with NOT ACCEPTABLE being the lowest and VERY ACCEPTABLE as the highest. The demographic profile of the respondents will also be identified to see which type of people and how many of the same age dine in the farm to table restaurants. Through this study, it will also be determined in what aspect will the consumers acceptance regarding the selected farm to table restaurants and what improvisation or suggestion that would fill in the gaps. The estimated results will show the customers are satisfied with the acceptance of the farm to table restaurants. As a result, management may place a greater emphasis on publicizing their restaurant so that everyone has a second choice of where to eat.

Keywords: cuisine palatability customer acceptance, concept authenticity, farm to table restaurants, food hubs.

I. INTRODUCTION

People all across the world, particularly Filipinos, have a strong desire for food. "Food is life," as the adage goes. They satisfy their hunger in any form and with any delicacy by purchasing food based on its taste, appearance, price, and health advantages, which is why restaurateurs in the restaurant sector should provide a unique dining experience for their consumers from a one-of-a-kind cuisine taste to outstanding service, a memorable ambiance, and a vintage interior design.

Few years back, consumers began to be selective about what they ate. According to the International Food Information Council Foundation's "2018 Food and Health Survey," (6) six out of (10) ten consumers believe the food they buy or consume must be produced sustainably. As a result, the farm-to-table concept has exploded in popularity in the restaurant industry in recent years. F2T restaurants source their ingredients from nearby farms or they themselves have their own, ensuring that they are chosen at the peak of freshness and brimming with flavor and vitamins.

Many local or foreign tourists still visit the province and go to the farm that has its own restaurant just to eat and buy healthy food. On the other hand, according to Sarthou (2017), or which is known in the Philippines as Chef Tatung, the farm to table movement is "faddish, trendy," and it is unlikely to endure in the long run. The F2T has been glorified, but for the vast

majority of consumers, it still makes little economic sense. The next stage, according to Chef Tatung, aims to inform consumers about the improved flavor and quality of fresh produce compared to supermarket-bought prepared foods. People have lost sight of the fact that eating is a means of obtaining nourishment. It should be a manner of life, a way of celebrating. It is just fuel once it is operating. You are denied the pleasure of eating.

Chef Raymond Palmez of The Wholesome Table commented, "Don't be afraid to put in some effort. Don't be scared to branch out and try new things. When you visit the farms, don't be scared to get your hands filthy. You must be actively involved throughout the process, from growing the ingredients to sourcing them and finally putting them on the plate. To value not just the origins of his materials, but also the process by which they were created." It shows in the precise attention to detail with which he prepares his food. The first step to success is to put fresh ingredients and healthy cooking methods at the center of your health food business.

As the cooking show narrates the from-root-to-plate story, Farm to Table will somehow remind everyone how the food we eat gets to the market and our homes. Chef JR. Royol, host of the GMA Farm to Table show, remarked, "Another wonderful thing about the concept that I admire is the team's desire to share the limelight with other vital, integral key actors in the entire food and beverage business." "Once again, it's the farmers and fisherman. I believe it is past time for us to recognize their contributions to the industry." Chef JR will be the show's focal point as he travels farms to learn about how fresh ingredients are farmed, harvested, cooked, and presented into delectable dishes

At this time of crisis in the economy worldwide in all sectors, especially in the food industry, Stephen, 2020 said "I have a lot of hope. I don't believe that only ultra-sanitized, robotic food service will do. After the pandemic is over, people will seek connection even more. Many people want to see more local farming, self-sufficient food systems, and gatherings of friends around tables to eat comfort food. This statement strengthens the need for more F2T opportunities because as observed this kind of food service gives opportunities not only for entrepreneurs but to the farmers involve in this kind of food preparation and service. On the other hand, Kumer, 2015 bluntly reiterated, "Farm-to-table" can now officially be put to rest." The meaning of the phrase has long since been lost. Even the chefs are sick of it. In essence, that's what he stated. Chef Michael Scelfo, of Alden & Harlow in Cambridge, a new hotspot. No more using the term "ethically sourced," he pleaded. "We don't advertise that we source our food with care," he added. "You owe it to your clients." You don't have to browbeat them with a list of farms." In fact, the cuisine he was presenting was brawny and beefy, designed to draw attention to the chef rather than the farm. In this point of view, he stressed that food serving depends who prepare it, who select it and who serve it. Indeed, that the chefs themselves should be given credit on how food will be served in such a way that the customers would be of great satisfaction. It is not only about where we get the food but how the people involve served them as well that counts. In the light of this research, it has been an argument on how the farm to table restaurants will survive in maintaining its existence.

The researchers, to be in depth with this study deals with how F2T has been popularized and accepted by the people in the food industry, and also it has benefits not only in this regard but as well in the environment. Using the Theory of Change the farm to table concept is considered to be effective in solving the world's great environmental problem, by the way the farmers use the soil for food production; current consumer market mechanisms and carbon markets are not enabling food and farming to counteract climate change within the necessary time frame. This theory deals with the opportunity to build a circular economy in support of climate, health and profit. This further discusses the benefits such as healthy soil credits, scaling new modes of farming and carbon neutral restaurants which was called the Renewable Food System. A change in the food production should be given attention so as to not only to save the Earth but to sustain food for the people. The key to systems change is being able to improve the food systems incrementally whether or not individuals buy the best products.

There is such a thing like bad and good farming and this diagram explains how farm to table restaurant should produce food source in a way carbon emission will be reduced and help the environment get revived while making profit and enjoy food serving to consumers as fresh and healthy as possible. Though consumers do not currently think about global warming and dinner it is about time that we dine while we take care of the earth. This theory not only answers one question in this research but an awareness that we people should eat healthy without harming anything.

The "Food Safety Act of 2013" was signed into law by the late President Aquino III on August 23, 2013. It is based on the Philippine Constitution's proclamation to preserve and protect people's right to health, as well as to safeguard the general public from commercial malpractices, inferior and harmful products. The government will support and strive for a farm-to-fork food safety regulatory framework that ensures high standards of food safety, fosters fair trade, and increases the country's food and food product competitiveness resulting from these declarations.

The goal of this research is to find out the level of customer that accepts this concept in Cavite especially now that there are so many restaurants that offer delicious and healthy food. This study will cover the top five (5) farms to table restaurants in Cavite based on the fnbreport.ph, TripAdvisor and DOT Cavite namely: (1) Restaurant A, the owner wanted Filipinos to have access to the best coffee beans from throughout the world. Along with the 2-hectare organic farm, where the first salad bar was formed. They remain committed to providing their customers with the freshest and greatest items at all times. (2) Restaurant B, a lovely garden location situated away in a secluded corner of Tagaytay, screams romance and leisure, which is why the owner is so proud of her establishment (3) Restaurant C, is located in Alfonso, Cavite, on a quiet lane. The property is elegant and has a large backyard and garden, exactly like any other rest house in Tagaytay. The whole property has a rustic feel to it, with Thai decorations thrown in for good measure. I especially like the garden area with wooden tables and benches since it would be an ideal setting for enjoying wonderful Thai food while taking in the fresh wind of Tagaytay's mountains. (4) Restaurant D, an organic farm responding to our growing demand for pesticide-free veggies. The restaurant is now an approved farm tourist attraction by the Department of Tourism. (Imagery Digital Concepts for Nurture Wellness Village) (5) Restaurant E is a heart centric Serving Italian and Spanish cuisine, in Sitio Pulunan Barangay Dagatan-Amadeo, Cavite provides a secure, comfortable, and enjoyable dining experience. It's a beautiful family farm restaurant set in natural surroundings with a charming fountain that adds to the calm atmosphere.

CONCEPTUAL PARADIGM

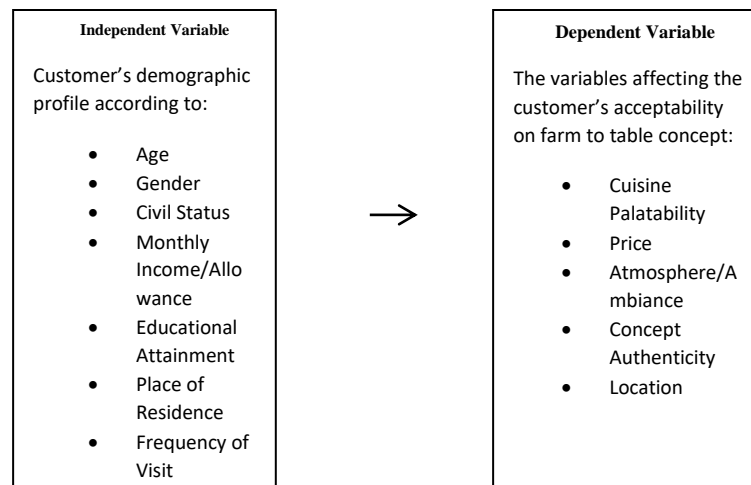


Figure 1 shows the independent and dependent variables that will be utilized in this research. The conceptual framework will function as the paradigm. The independent variable is the demographic profile of the respondents which are the age, gender, civil status, employment status, income/allowance, educational attainment and place of residence. While the dependent variable is the elements determining the customer acceptability on the farm to table concept which are the cuisine palatability, price, atmosphere/ambiance, concept authenticity and location.

Statement of the Problem: The purpose of this research is to provide answers to the following questions:

1. What is the demographic profile of the respondents?

1.1 Age

- 1.2 Civil Status
- 1.3 Educational Attainment
- 1.4 Frequency of visit
- 1.5 Gender
- 1.6 Income/Allowance
- 1.7 Place of Residence
2. What is the level of acceptability of customers on farm-to-table concept restaurants in Cavite with regards to the following variables?
 - 2.1 Atmosphere/ Ambiance
 - 2.2 Concept Authenticity
 - 2.3 Cuisine Palatability
 - 2.4 Location
 - 2.5 Price
3. Is there a significant difference in the level of acceptability of the customers when grouped according to demographics?
4. Based on the study results, what suggestions and recommendations can be proposed to address the level of customers' acceptability on farm-to-table concept restaurants in Cavite?

Statement of Hypothesis: There is no significant difference in the level of acceptability of farm-to-table concept restaurants in Cavite when grouped according to their demographic profile.

II. LITERATURE REVIEW

The farm-to-table movement promotes a more environmentally friendly approach to both agriculture and dining. The principle is straightforward: Eating food that is sourced locally has advantages.. The movement, which gained steam in first decade of the twenty-first century, advocates the health and environmental benefits of local food production and consumption. Seasonal fruits and vegetables retain more nutrients than those that have been stored or transported for a long time. Produce that must be carried over long distances is usually picked unripe, before the nutrients have fully grown and the shelf life has been met. (Tiff Coe 2017). Farm-to-table has had its ups and downs throughout the years, but it has recently regained popularity. Restaurants, on the other hand, frequently use it as a buzzword or marketing strategy. When diners order farm-to-fork cuisine, however, the ingredients can be traced back to a specific source, whether that source is a group of local farmers or a single farm. It re-establishes the link between farmers and diners – something that all parties involved should be proud of, as Morrissey, (2020), explained. . F2T began to gain pace in the Philippines in 2012, when the country's growing economy provides income and busy habits, encouraging more people to dine out and seek out the latest culinary trends. Several of them have opened in Makati, Ortigas, and Bonifacio Global City, securing their places as market leaders in the rapidly expanding food service business. While this was going on, well-known chefs like Margarita Fores and Robby Goco built restaurants serving pasta, salads, juices, and meat dishes made with organic, locally sourced ingredients, with a focus on freshness and seasonality. As the popularity of Filipino cuisine has grown around the world, more people are opting to shop locally instead of ordering from restaurants, according to Cheryl Tiu, a food and travel journalist. "Filipinos are increasingly proud of their background, culture, and cuisine," she said. However, in the Philippines, where socioeconomic disparity is high, organic produce's comparatively high cost threatens to limit its appeal, Sarmiento, (2017) discuss. Dinners' understanding of farm-to-table ideologies was restricted to a few topics including as health and wellbeing, organic products, and the importance of atmosphere in a farm-to-table restaurant. Farm-to-table restaurants have made efforts to educate dinner guests about their cause. However, we cannot deny that these are a business entity that must be sustained through profit, taking into account variable and constant costs, as well as the fact that the restaurant did not address some of the ideologies associated with

increased restaurant costs as Bueno, et.al., (2017) reiterated. "Since we are consuming our very own harvest, I like the idea that whatever we serve for our visitors to eat, we get the vegetables and fruits from the same source which is our farm. I want to make people healthy and be happy with the food we serve" and "We all eat, and farming and agriculture is important more than ever since every year our population grows. Feeding the people in the future would be a problem if we do not plant and engage in farming", the blend of agriculture and architecture attests that there is an advantage when husband and wife and children are into farming. If space is a problem, a modern farmer of today should be innovative and must think of ways to reinvent, be creative, and decisive to grow healthy food for the family. (Jaya Bayag, 2021). This shows that Filipino food has always had a farm-to-table philosophy at its foundation. "We just had no proper terminology for it," he says, explaining that the custom arose out of necessity. "In the West, where the population is densely concentrated, food is delivered directly to the commissary, not to the restaurant or the household. Filipinos, on the other hand, have been eating this way for ages, "meaning home-cooked meals prepared from ingredients purchased that morning from farmers themselves at the village market." (Ige Dependability

We may not realize it, but we are experiencing a significant transition in technology and its application in daily life. There is no doubt that technology is dictating our way of life, reflecting humanity's reliance on it. If there is a bug in the system, there is a good risk that every device connected to it will be corrupted. Ramos, 2017).

Furthermore, there are variables that influence customer acceptance of the f2t concept that can serve as a foundation for developing a strong f2t restaurant concept for the customer, thus when it comes to the customer embracing it, there are few things to consider: cuisine palatability, price, atmosphere, concept authenticity, and location.

Cuisine palatability is the taste and quality of the food given to customers in f2t restaurant is significant. The food offered is one-of-a-kind and tailored to the preferences of the consumers. It is possible that without it, it will have trouble accepting the customers (Hearthstone, 2020) since fresh ingredients do not require preservatives; one can enjoy a meal knowing precisely what is in it. Customers may feel at ease knowing that their family is consuming high-quality, natural foods, even if they are not prepared at home.

Price, when it comes to this issue, many people believe that food is prohibitively expensive for the average household. However, such items are costly, but the benefit of eating at this restaurant is that it will avoid disease. "It is better to spend what you work for on food than it is to pay the doctor," it is remarked. (De Vera & Noriega, 2019)

Atmosphere/Ambiance is a gear the dinner to dine in farm to table restaurant offer indigenous environment and experience. The first things customers eat, say, are their eyes. When the eyes view pleasant surroundings, they feel more at ease while eating. It is like though feels at home. (Bueno, Nair, Torres 2017)

Concept authenticity can be thought of as "unique," inspiring people to visit specific tourism locations and have a good time. To be authentic when it comes to eating, you must be authentic when it comes to both the food and the service experience. When it comes to cuisine, the authenticity is determined by everything from the cooking methods and scents used to the ingredients used, as well as societal values attached to the meal and drink, as well as hunting and agricultural customs.

Location of the farm to table restaurant does a lot for customers. It entices them to come and experience what they call an F2T restaurant. According to Mealey (2019), the location has an impact on many aspects of its operation, including the menu and the decor of the dining room.

III. METHODOLOGY

This study will generate quantitative research as the design wherein it focuses on statistical information appropriate for the study. The researchers also provided criteria to five selected restaurants: First, the restaurants have their own farm or garden that supplies ingredients to their own restaurant. Second, the restaurant is just within the Cavite area. Third, the restaurant is approved by the Department of Tourist (DOT) or recognized by the Government of Cavite. As opposed to random sampling, incidental sampling is no other criteria except that people are available and willing to participate. A total of one hundred (100) respondents will be involved in the study of the five F2T restaurants. The researchers will select ten (20) reviews on each F2T restaurants with the correct information requested. Due to today's pandemic no distribution of the questionnaires will be done.

Research Design

This study will revolve around customers' acceptability of (F2T) farm-to-table concept restaurants. As a study strategy, the descriptive method will be employed; it can broaden the range of research methods available to investigate one or more variables. This study will employ also a quantitative research strategy to generate numerical data by measuring attitudes, views, behaviours, and other identified variables. . The researcher will using a 4-point Likert scale to their research instrument to rank people's assessments based on given criteria from low to high. With this, the data which will be collected from the respondents to determine the customers' acceptability on (F2T) farm to table concept restaurants' reviews would serve as the basis of suggestions and recommendations. It also introduced a concept for increasing customer acceptability by improving the perceived quality of food served by farm to table restaurants.

Participants of the Study

A farm-to-table restaurant in Cavite's level of customer acceptance is the focus of the research. The participants of the study are the customers who have already visited and dined in the restaurant A, B, C, D and E. The researcher used the said sampling method for selecting participants for the focus group. It selects those in the locality who believe they can provide the finest information. The researchers chose the customer who already visited the said restaurant because they will give direct answers and information to fulfil the objective of this study.

Research Sampling

The sampling technique used for this research is incidental sampling. Incidental sampling is a type of non-probability sampling in which a population sample is taken from a nearby location rather than being deliberately determined and gathered. The researchers will choose the closest individual to be the subject of the study until the required population size is generated and the correct data is obtained. The researcher chose this method of sampling because it does not necessitate any extra effort in selecting the sample; instead, it just selects those who are immediately available. This study will only look at how well that level of customer acceptance has been achieved in a farm to table concept.

Research Locale

This study will be conducted in the five (5) selected Farm to Table Restaurants in Cavite namely: Restaurant A, B, C, D, and E. The researchers' criteria in selecting the restaurants is based from the number of reviews in Facebook and Trip Advisor and the number of years they operate. The aforementioned farm to table restaurants are said to serve food from their own farm. The respondents are F2T restaurant customers, and the information, papers, and files received will be manually tallied and reviewed. The study began in the second semester of the school year 2020-2021 and will end in the first semester of the following year, 2021-2022.

Research Instrument

The data will be collected using a survey questionnaire via Microsoft forms created by the researchers and accepted by the panellists. This instrument will be divided into two parts in a form of a check list with four options on a four-point Likert scale.

The respondents' general background will be presented in the first part, which includes: Gender, Age, Occupation, Civil Status, Income/Allowance, and Educational Attainment who visited the said F2T Restaurants. The second part will evaluate the customers' acceptability of farm to table concept restaurants in Cavite based on the following factors: cuisine palatability, price, ambiance, concept authenticity, and location.

Data Gathering Procedures

The researchers will frequently access online libraries and websites to read research journals, articles, and unpublished theses as a source of knowledge for developing the questionnaire, as well as to enhance this study's content. The researchers will design the final draft, and the completed questionnaires will be reproduced after necessary revisions which will be validated by the advisers. The data will be tallied and analysed for statistical analysis upon completion of the survey.

Data Treatment and Analysis

Following the recording of the survey responses, statistical treatments will be used to know if there is a connection between the independent and dependent variables. Analyses of variance (ANOVAs) were conducted at baseline to assess for any significant differences.

The demographic profile of the respondents will be determined using frequency and percentage distribution in terms of age, civil status, educational attainment, employment, gender, and income/allowance. Percentage will also be used to describe how much of the total respondents fall into certain categories. The ambiance, concept authenticity, cuisine palatability, location, and price will be determined using a weighted mean and ranking.

IV. RESULTS AND DISCUSSIONS

This part of the study will discuss the results of the data collected and the first section presents the demographic profile of the respondents in terms of age, civil status, educational attainment, gender, income/allowance, and place of residence.

STATEMENT OF THE PROBLEM #1:

What is the demographic profile of the respondents?

1. Demographic Profile of the Respondents

1.1 AGE

Age	Freq.	Percent
18-24	79	79
24-34	8	8
35-44	1	1
45-54	11	11
55-64	1	1
Total	100	100

Table 1: Demographic profile in terms of age

In terms of age, majority of respondents are between 18-24 years old, corresponding to seventy-nine percent (79%) of the total number of respondents. On the other hand, the least are between 35-34 and 55-64 years old correspond to one respondent each which means that the millennials make up the majority of respondents since they eat out at restaurants more than any other generation. So to say that they are investing seven point five percent (7.5%) of their budgets on not just food, but healthy food compared to the average of 6.6 to 6.9%. This age group appreciate having unique dining experiences in addition to eating out. They look for destinations with spectacular vistas, live music, cultural attractions, and more. To appeal to this trend, the restaurant or attraction should assess the additional value they can provide to clients in addition to the cuisine. As cited by Cheryl Tiu, a food and travel journalist. "Filipinos are increasingly proud of their background, culture, and cuisine."

1.2 CIVIL STATUS

Civil Status	Freq.	Percent
Married	21	21
Others	1	1
Single	78	78
Total	100	100

Table 2: Demographic profile in terms of civil status

In terms of civil status, majority of respondents are Single, corresponding to seventy-eight percent (78%) of the total number of respondents' population. On the other hand, the least are between Married corresponding to twenty-one percent (21%) and Others corresponding to one percent (1%). This result goes to show that Single in status are more likely to enjoy life's pleasures especially when it comes to food due to the fact that they single people has the least obligations and responsibilities so they enjoy their hard-earned money than married people but occasionally invest some of their earnings in good dining experience. According to a PSA study from February 2020, there are thirty-four point eight (34.8) million singles or unmarried people, representing for forty-four percent (44%) of the overall population aged 10 and up.

1.3 EDUCATIONAL ATTAINMENT

Educational Attainment	Freq.	Percent
College Graduate	32	32
High school Graduate	49	49
Prefer not to say	19	19
Total	100	100

Table 3: Demographic profile in terms of educational attainment

In terms of educational attainment, majority of respondents are High school Graduates, corresponding to forty-nine percent (49%) of the total number of respondents. On the other hand, the least are between College Graduates corresponding to thirty-two percent (32%) and Prefer not to say corresponding to nineteen percent (19%). This goes to show that educational attainment is not a hindrance to enjoy such type of a dining experience, thinking that more likely it should be the college graduates that should acquire the highest percentage since they already have a job and earn money. This also explains that the family orientation and status of the respondents is said to be pampered to the perks of life including good dining. In statistics nineteen point one percent (19.1%) of the entire household population aged five and up had completed at least high school, eleven point seven percent (11.7%) had completed at least elementary education, ten point one percent (10.1%) had an academic degree, and two point seven percent (2.7%) had completed post-secondary education.

1.4 FREQUENCY OF VISIT

Frequency of Visit	Freq.	Percent
Once a month	16	16
Once a week	9	9
Once a year	25	25
Once in four months	20	20
Others	30	30
Total	100	100

Table 4: Demographic profile in terms of frequency of visit

In terms of frequency of visit, majority of respondents are responded Others, corresponding to thirty percent (30%). On the other hand, the least is Once a week corresponding to nine percent (9%).

Though unspecified, this goes to show that the respondents frequently visit depending on the situation which is unstated. Some respondents visit once a week which could be affected by their income and schedule. The monthly income will affect the frequent of visit to the farm to table restaurant; on the other hand, as De Vera & Noriega, 2019 cited many people believe that food is prohibitively expensive for the average household. However, such items are costly, but the benefit of eating at this restaurant is that it will avoid disease. It is better to spend what you work for on food than it is to pay the doctor.

1.5 GENDER

Gender	Freq.	Percent
Bisexual	2	2
Female	64	64
Male	34	34
Total	100	100

Table 5: Demographic profile in terms of gender

In terms of gender, majority of respondents are Female, corresponding to sixty-four percent (64%) of the total number of respondents. On the other hand, the least was acquired by the Bisexual corresponding to two percent (2%). Women place more value on good nutrition than any other genders. Furthermore, women's weight-control motivation is stronger, and they are more likely to diet or restrict their eating habits. As Bueno et.al., (2017) reiterated since they consume their very own harvest, they like the idea that whatever they serve for their visitors to eat, they get the vegetables and fruits from the same source which is their farm. He wants to make people healthy and be happy with the food they serve.

1.6 INCOME /ALLOWANCE

Monthly Income/Allowance	Freq.	Percent
Less than Php 10,000	39	39
More than Php 51,000	2	2
Php 11,000- Php 20,000	6	6
Php 21,000- Php 30,000	8	8
Php 31,000-Php 40,000	4	4
Php 41,000- Php 50,000	2	2
Prefer not to say	39	39
Total	100	100

Table 6: Demographic profile in terms of monthly income/allowance

In terms of monthly income/allowance, majority of respondents responded Less than Php 10,000 and Prefer not to say, corresponding to thirty-nine percent (39%) of the total number of respondents. On the other hand, the least are More than Php 51,000 and Php 41,000- Php 50,000. This only shows that even with low income and allowance the respondents manage to take time dining at good restaurants with good and healthy food to cater even if it is quite costly. Filipinos love for food cannot be denied. In the Philippines, which is also a developing country, low salaries have long been a problem, driving labour unions to demand salary hikes and regularization to ensure job security.

1.7 PLACE OF RESIDENCE

Place of Residence	Freq.	Percent
NCR: National Capital Region	13	13
Region 1: Ilocos Region	1	1
Region 3: Central Luzon	1	1
Region 4A: CALABARZON	84	84
MIMAROPA /Region 4B	1	1
Total	100	100

Table 7: Demographic profile in terms of place of residence

In terms of place of residence, majority of the respondents are from the CALABARZON, corresponding to eighty-four percent (84%) of the total number of respondents. On the other hand, the least are from Region 1 and Region 3 and from MIMAROPA. This evidently shows that people of the neighbouring cities often visit the farm to table restaurants that are located in Cavite so mostly of the respondents are from CALABARZON and very least from different far places by chance was able to experience this kind of dining. It entices them to come and experience what they call an F2T restaurant.

STATEMENT OF THE PROBLEM #2:

What is the level of acceptability of customers on farm-to-table concept restaurants in Cavite with regards to the following variables?

2. Descriptive Statistics of the Level of Acceptability of the Respondents

The interpretation will focus on the highest and lowest mean and standard deviation based on ranks and the overall mean. According to the Lumen learning, the range is expressed in the same units as the reference variable, allowing for a straightforward interpretation.

2.1 ATMOSPHERE/AMBIANCE

Table # 8

2.4 Atmosphere				
1. Clean, well-organized, and well lit	3.50	0.5412	Very Acceptable	7
2. Noise level (ability of the place to absorb or reflect sound)	3.59	0.4943	Very Acceptable	1
3. Outdoor and Indoor seating	3.55	0.5198	Very Acceptable	3.5
4. Lightings (e.g. natural light, artificial light)	3.57	0.5175	Very Acceptable	2
5. Ambiance (decoration, right color schemes, on themed)	3.53	0.5214	Very Acceptable	5
6. Temperature settings	3.55	0.5198	Very Acceptable	3.5
7. Create comfort and intimacy feeling	3.52	0.5592	Very Acceptable	6
8. The ambiance has a high standard of quality	3.35	0.6571	Acceptable	8
ATMOSPHERE OVERALL	3.52	0.4513	Very Acceptable	

Regarding the Atmosphere, the statement that obtained the highest mean is Statement 2 (ranked 1). The mean response is three point fifty-nine (3.59), which is interpreted as Very acceptable. This implies that the respondents' level of acceptance with regards to the noise level in the restaurant is very acceptable. On the other hand, the statement with the lowest mean response is Statement 8 with a mean of three point thirty five (3.35), which is interpreted as Acceptable only.

This indicates that the respondents approved the restaurant's ambiance having a high standard quality but that the restaurants still have to improve on it because it is ranked last. Perhaps the theme and design of the restaurant are the same. This means that the restaurant must redesign their place's theme originality and uniqueness while retaining the noise level, which received the highest score because it is safe with loud sounds.

According to Pososit, the way your restaurant looks will be critical to your branding. Therefore, restaurant's interior design should be a key component of your restaurant marketing strategy. As soon as a consumer walks through the door, they will notice your interior design. This first impression will influence how people see your brand, the degree of service they expect, the amount of time they wish to spend with you, and whether or not they want to return. Many modern restaurants are going for an industrial appearance, including wood or tile floors, metal fixtures, and ample space. In this case, high-traffic areas may benefit from carpeting. The level of noise in your toilets and reception area will be reduced as a result of this. (Martinez,2021).

2.2 CONCEPT AUTHENTICITY

TABLE #9

2.5 Concept Authenticity				
1. Menu authenticity	3.47	0.5404	Acceptable	4.5
2. Restaurant theme originality and uniqueness	3.35	0.5573	Acceptable	8
3. Creative marketing and advertising concept	3.51	0.5411	Very Acceptable	1.5
4. Composition of the ingredients that was used	3.44	0.5379	Acceptable	6
5. Service provided by the staff	3.51	0.5221	Very Acceptable	1.5
6. Restaurant name	3.36	0.6280	Acceptable	7
7. Ease of reading the menu	3.47	0.5214	Acceptable	4.5
8. Politeness of the staff	3.50	0.5412	Very Acceptable	3
Concept Authenticity Overall	3.45	0.4454	Acceptable	
General Acceptability	3.35	0.1593	Acceptable	

Regarding concept authenticity, Statement 3 (ranked 1). The mean response is three point fifty-one (3.51), interpreted as Very acceptable. This implies that the respondents' level for creative marketing and advertising in the restaurant is very acceptable. On the other hand, the statement with the lowest mean response is Statement 6 with a mean of three point thirty-six (3.36), interpreted as Acceptable only.

This indicates that the respondents approved of the restaurant name but still have to improve because it is ranked the last. Perhaps the name of their restaurant is very common. The restaurant must increase its concept authenticity while retaining the creative marketing and advertising concept, which received the highest score because they used social media platforms to advertise their restaurant and products.

According to Chron, your restaurant's name serves as the framework for its concept, offering identity and image that attracts customers and boosts sales. Restaurant names might be inspired by the type of food presented, region, ethnicity, history, atmosphere, or something personal to the owner, such as a favourite song or grandmother. Businesses employ advertising to achieve a variety of objectives, and they advertise through a variety of mediums (Hazelden, 2019).

2.3 CUISINE PALATABILITY

TABLE #10

2.1. CUISINE PALATABILITY <i>(flavor enlargement including temperature, texture, aroma, color form, sound, crispness and others)</i>	Mean	Standard Deviation	Verbal Interpretation	Rank
1. The presentation of food has an aesthetic attraction.	3.33	0.5695	Acceptable	6
2. Proper food temperature control	3.30	0.5946	Acceptable	7
3. Proper method of cooking and presentation (e.g. not overcooked, not undercooked)	3.26	0.6454	Acceptable	8
4. Overall taste of the food (e.g. not bland, not salty, not too sweet)	3.43	0.5904	Acceptable	4
5. Portion of the food size served on the plate	3.45	0.6256	Acceptable	2.5
6. Aroma/smell of the food	3.50	0.5774	Very Acceptable	1
7. The quality of the food offered was excellent	3.41	0.5877	Acceptable	5
8. The food they offer has high nutritional value	3.45	0.5000	Acceptable	2.5
CUISINE PALATABILITY OVERALL	3.39	0.4490	Acceptable	

Regarding cuisine palatability, the statement that obtained the highest mean is Statement 6 (ranked 1). The mean response is three point fifty (3.50), which is interpreted as Very acceptable. This implies that the respondents' level for aroma/smell of the food in the restaurant is very acceptable. On the other hand, the statement with the lowest mean response is statement 3, with a mean of three point twenty-six (3.26), interpreted as Acceptable.

This indicates that the respondents are approved of the cooking and presentation methods, but still have to improve on this aspect because it is ranked last. Perhaps because the food they provide is sometimes undercooked or overcooked, and it depends on the customer's eating preferences. This means that the restaurant must increase the palatability of this part of the cuisine while retaining the aroma/smell of the meal, which received the highest score because the food served, is fresh from the farm.

Another important aspect that influences people's decision to visit a farm-to-table restaurant, according to Larry Struckman (2017), is the quality of the cuisine. Because the food is so fresh, the flavour is rich and striking, which is why Statement 6 (Method of cooking and presentation) received the highest score. This gives restaurants a lot of latitude in terms of experimenting with recipes and bringing out the region's authentic flavours. Undercooking and overcooking are two typical food safety blunders in the kitchen, according to Eatright's Esther Elli. As a result, customers do not have to rely on sight, smell, or taste to determine whether or not the food is ready.

2.4 LOCATION

Table #11

2.3 Location				
1. Distance or route of the restaurant	3.33	0.6675	Acceptable	3
2. Wide parking space	3.35	0.6093	Acceptable	2
3. Accessibility to public transportation	3.08	0.6917	Acceptable	7
4. Along the road location	3.25	0.6256	Acceptable	4
5. Easy to find using application on mobile phones (e.g. waze, google map)	3.12	0.6709	Acceptable	6
6. Safe travel/driving route	3.13	0.7608	Acceptable	5
7. Surrounded by numerous businesses	3.04	0.7510	Acceptable	8
8. Secure location	3.42	0.5538	Acceptable	1
LOCATION OVERALL	3.22	0.5012	Acceptable	

The secure location was given the highest score of one (1), with the verbal interpretation of Acceptable; the mean is three point forty-two (3.42), with an SD of 0.5538. While the statement Surrounded by numerous businesses, received a low rank of eight (8), with a mean of three point zero four (3.04) and SD of 0.7510, however the verbal interpretation is still Acceptable.

The farm to table restaurant is either located far away or are difficult to reach by public transportation. However, such restaurants are located in a secure location away from potential pollution, noise, and accidents. The aforementioned Farm to Table restaurants have their own farm, thus they are far apart from other businesses that may have an impact on their operations.

According to Mary King (2020), Millennial and Gen X diners tend to place more importance on the origins of the food they purchase than older generations. For this reason, a neighbourhood with a high population of young professionals would be an ideal location for a farm-to-table concept. Chisholm's Blog (2018) said, "When you visit these types of restaurants, you can feel peace and purpose in knowing that your money has let your voice be heard. You have made a choice, and if enough of us continue making that choice, we can make a difference."

2.5 PRICE

Table #12

2.2 PRICE				
1. Fixed price in menu	3.03	0.6106	Acceptable	7
2. Offering customer loyalty programs (discounts, promo and loyalty cards)	3.16	0.6922	Acceptable	3
3. Accepting cards (e.g. credit cards, Debit Card Charge Card.)	3.15	0.5752	Acceptable	4
4. Premium Pricing (charging higher prices for the same products than the competitors)	3.37	0.5972	Acceptable	1
5. Value of the experience in relationship to the cost	3.26	0.6296	Acceptable	2
6. Meal prices are within my budget.	3.11	0.7507	Acceptable	5
7. Availability of cheaper meals compared to other farm to table restaurant	3.07	0.6397	Acceptable	6
8. The price of a meal complements the portion size and food quantity.	3.00	0.8165	Acceptable	8
PRICE OVERALL	3.15	0.4586	Acceptable	

Premium pricing received the highest mean of three point thirty- seven (3.37) and a high SD of 0.5972, resulting in a rank of 1. However, the verbal interpretation appears to be Acceptable in this case. The price of a meal complements the Portion size and Food quantity is the lowest with the mean of three (3.00) and an SD 0.8165 which the verbal interpretation is also Acceptable.

The respondents emphasized the importance of proper food pricing and they confirmed that the food costs in the farm-to-table restaurants listed were reasonable. The listed restaurants' cashless transactions have also substantially aided the respondents, especially in today's era. The budget includes the fixed price, the value for money, the size of the food and the food price. The respondents were satisfied with everything. It helps a lot if the customers can see where the food comes from or if they know that the owner owns the farm where the ingredients come from. They are beginning to believe that the price charged for the food it offers to them is reasonable. Overall, all of the respondents rated the price as Acceptable.

According to Mary King (2020), Predicted food cost is the amount of money one plans to spend on ingredients as a percentage of total food sales. The prices should be calculated using vendor-provided pricing for critical components. In conventional restaurants, food should account for no more than thirty percent (30%) of the overall bill. This percentage might reach thirty-five (35%) in farm-to-table eateries. According to Caroline Perkins (2017), the other significant difficulty is devising innovative techniques to lower higher food prices linked with these fresh, locally sourced commodities. Food costs can rise due to various factors, such as increasing prices, low yields, and waste.

STATEMENT OF THE PROBLEM #3

Is there a significant difference in the level of acceptability of the customers when grouped according to demographics?

Table # 13: Tests on the differences of acceptability level when grouped according to demographics

Demographic profile	F-value	df	p-value	Interpretation/Implication
Age	0.97	99	0.427	Not significant/There is no significant difference in the level of acceptability when grouped according to age.
Gender	1.71	99	0.186	Not significant/There is no significant difference in the level of acceptability when grouped according to gender.
Civil Status	3.02	99	0.054	Not significant/There is no significant difference in the level of acceptability when grouped according to civil status.
Income/Allowance	1.94	99	0.082	Not significant/There is no significant difference in the level of acceptability when grouped according to income/allowance.
Educational Attainment	0.25	99	0.782	Not significant/There is no significant difference in the level of acceptability when grouped according to educational attainment.
Place of Residence	1.14	99	0.342	Not significant/There is no significant difference in the level of acceptability when grouped according to place of residence.

Table #13 presents the tests on the differences of acceptability level when grouped according to demographics. The interpretation and implication already included in the table that there is no significant difference in the level of acceptability when grouped according to age, civil status, educational attainment, gender, income/allowance, and place of residence. P-value less than 0.05 reject the null hypothesis. Otherwise, fail to reject the null. In this case, all the hypotheses were retained since all the p-values are greater than 0.05. No demographic can affect the level of acceptability of the respondents. According to Investopedia, the P-value on the table is a metric that expresses the likelihood that an observed difference may have occurred by chance. The statistical significance of the observed difference increases as the p-value decreases.

V. CONCLUSION

This research study was conducted with the main purpose of finding out the perspectives of the respondents to identify their view having this proposition, *“Customers’ Acceptability of Farm to Table Concept in selected restaurant in Cavite.”*

The following conclusions were made by the researchers upon gathering the pertinent data:

I. DEMOGRAPHIC PROFILE

1. AGE

Majority of the respondents are young with ages 18 to 24 years old with a combined sample of seventy-nine percent (79%). This means that this group age ventures for good food and they are aware of good health as well.

2. CIVILSTATUS

By civil status, most respondents are bachelors that comprises seventy-eight percent (78%) of the total sample size which evidently assumes that single people spend more time in venturing for good food to enjoy their life and that they strongly believe that enjoying good food such as this compensate their hard work of their hard earned money.

3. EDUCATIONAL ATTAINMENT

By educational attainment, majority of respondents are High school Graduates, corresponding to forty-nine percent (49%) of the total number of respondents. It further shows that educational attainment is not a hindrance to enjoy such type of a dining experience.

4. FREQUENCY OF VISIT

The Once-a-year visit at the farm to table restaurant of the respondents has the twenty-five percent (25%) being the highest and had acquired the most number of responses; that goes to show that customers go to this place during special occasions.

5. GENDER

By gender, there are more female respondents obtaining the sixty-four percent of results (64%) which indicates that mostly females are health conscious than any other gender preferences.

6. INCOME/ALLOWANCE

About thirty-nine percent (39%) of the respondents have income less than P10, 000 per month that evidently shows that even with low income and allowance, the respondents manage to take time dining at good restaurants with good and healthy food to cater even if it is quite costly.

7. PLACE OF RESIDENCE/

LOCATION

As for location, CALABARZON is the place of residence of the respondents obtaining the eighty-four percent (84%) of the total population of the respondents. This evidently shows that people of the neighbouring cities often visit the farm to table restaurants that are located in Cavite.

II. LEVEL OF ACCEPTABILITY OF THE RESPONDENTS

The levels of acceptability of the respondents to the farm to table restaurants according to the given variables are as follows:

1. Atmosphere

Above all the variables, the Atmosphere is where the respondents gave a Very acceptable mark to this kind of set-up having the result of three point fifty-two (3.52) as the Mean and an SD of 0.4513 that clearly shows that the respondents preferred to eat close to nature restaurants; free from the noise and a relief from the hectic schedule they encounter in their workplace. The ambiance gives them a clear view of what to expect from this concept.

2. Concept Authenticity

Secondly, Concept Authenticity was given mix reactions from the respondents of Acceptable and Very acceptable, which has been seen clearly in the presented table obtaining the Mean of three point forty-five (3.45) and an SD of 0.4454 which is acceptable to all the respondents.

3. Cuisine Palatability

Thirdly, the Cuisine Palatability garnered an overall score of three point thirty-nine (3.39) Mean and 0.4490 SD giving a desirable description of Acceptable in most cases according to the respondents, but it Very acceptable when it comes to the Aroma and smell of the food obtaining the Mean of three point fifty (3.50) with a SD 0.5774.

4. Location

Fourth, as for the variable Location, the respondents answered which was clearly shown in the table that having the overall mean of three point twenty-two (3.22) and an SD 0.5012 is also Acceptable to them. Since all customers come from nearby places in the CALABARZON, it is righteous to say that Cavite is the center of good food and good place in dining.

5. Price

Lastly, price, as an indicator, according to the table is also Acceptable that got an overall mean of three point fifteen (3.15) and an SD of 0.4586 which means the food and the price is commendable and satisfied the cravings of the respondents with suffering the budget.

Summing up the results of the variables, having the mean response of three point thirty five (3.35) and a standard deviation of 0.1593, the respondents' rating is Acceptable when all variables are considered.

Thus, in conclusion, the overall General Acceptability of this kind of Farm to Table Restaurant Concept in Cavite is Acceptable to all Caviteños and also from the tourist who visited and dropped by the Province of Cavite. For that reason, also the selected restaurants opt to choose this kind of concept in their own establishments.

VI. RECOMMENDATIONS

As an overall improvement of the farm to table industry, the researchers strongly advise the Top 5 farm-to-table restaurants to be more appealing and pleasing, provide sufficient knowledge, and develop high interaction in social media. After all, social media can provide a direct marketing approach because each platform now plays such an essential role in our lives. They can also be easily understood their customers' feedback and concerns, which will help them, improve their services.

For the specifics, the following recommendations are highly suggested, so as to improve the areas where the farm to table restaurants have to strengthen to retain the zest of the customers for this kind of dining set up:

1. Atmosphere

The high standard quality ambiance of the top (5) farm-to-table restaurants is acceptable to the customers. However, it gets the lowest rank. To improve it, the researchers recommend enhancing the ambiance with proper lighting so that the customer will be completely enthralled by a dish that complements the concept of the cuisine.

2. Concept Authenticity

To be able to improve the restaurant's theme originality, the researchers recommend that they have to research more of food trends and develop their design further. They have to change and innovate when it comes to food and ambiance depending on the season and direction.

3. Cuisine Palatability

As the saying goes, "The palate knows." They must address the proper method of cooking and check before serving the dish for them not to overcook and undercook the food. It could result to a serious health problem because undercook food can cause food poisoning or salmonella. Overcooked foods can affect the quality of the food and can lead to cancer. They must ensure that there are no problems with their cooking methods so as to ensure good feedback and pleasure in the part of the customers.

4. Location

The location of the top (5) farm-to-table restaurant is surrounded by numerous businesses that has the same concept with what they offer. So, the researchers would recommend that they should focus on their selling points and improve them. That must need a major investment in the brand's development.

5. Price

Most Filipinos want to eat food that is in bigger portion at a reasonable price. So the lowest the meal is, the price does not compliment the portion of the food. If it is case, they must work with food suppliers that could negotiable with the price of the ingredients that they could provide. They should look for suppliers that could minimize the cost of food. If at all possible, they must search around to discover who could offer the lowest price for the products. They should also ask the present supplier for a discount or match pricing with their competitors.

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