

Abstract | The 1st Research Innovations in Sustainable Marketing: A Global Virtual Symposium

Evaluation of Chef's Approaches to Sustainability as Depicted in Chef's Table Documentaries

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Abstract: Sustainability is a widely discussed concept across various fields, including gastronomy. As custodians of culinary practices, chefs play a crucial role in the food supply chain, and are integral to sustainable practices such as reducing carbon footprint, zero waste, vegan production, and promoting food fairness, energy and water conservation, and waste reduction. Food-related documentaries featuring award-winning chefs have gained significant consumer attention, making them an effective tool for raising awareness and promoting sustainability. This study aims to analyze the expressions and behaviors of chefs featured in the Chef's Table documentary series to sustainability. The research was designed with an interpretive approach and qualitative method was used. A total of 34 documentaries were analyzed using a prepared form, and the statements of chefs about sustainability were analyzed. The findings were organized into three main themes: Environmental, Socio-cultural and Economic Sustainability. The results indicate that most award-winning chefs adopt a holistic perspective towards sustainability, with a particular emphasis on environmental sustainability. These chefs support organic production, local markets, and small producers, emphasizing the importance of using traditional methods and locally grown products to enhance the flavor of meals. Cultural sustainability was also identified as a key concern for some chefs. The study highlights the importance of

mass media in shaping societal values and promoting sustainability. Educating and raising awareness of consumers through mass media can promote sustainable practices that encompass social, economic, and cultural dimensions. By award-winning chefs, it is possible to increase awareness of sustainability and foster holistic application of sustainability principles.

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