

DRIVERS FOR ANIMAL ETHICS IN THE FOOD INDUSTRY

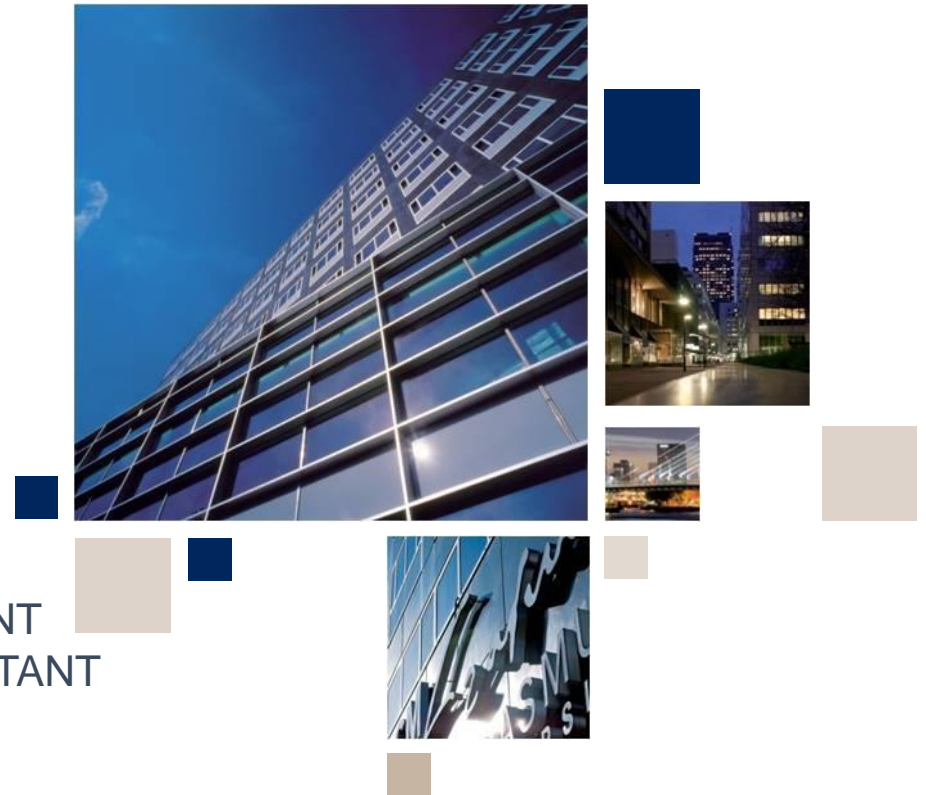
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The business school that thinks
and lives in the future





DRIVERS FOR ANIMAL ETHICS IN THE FOOD INDUSTRY

- Leadership
- Partnership
- Championship

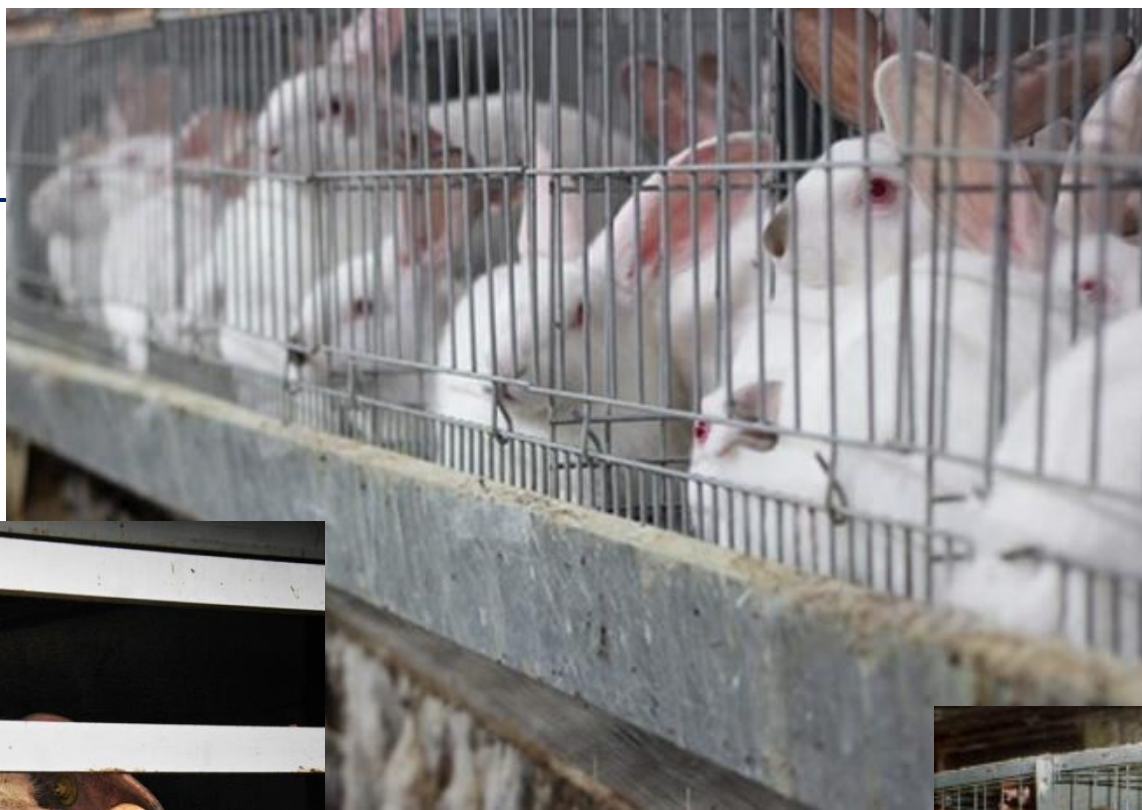


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Co-author:
Dr. Floryt van Wesel,
Utrecht University



Types > Levels v	Ethical	Attitudinal emotional	Cultural/his- torical/geogr.	Communi- cative	Practical	Economical / strategic
Responsible manager	+ + - -	+ + - -	+ +	+ +	+	+ +
Company	+ + - -	+ + -	+ -	+ + - -	+ + - -	+ + - -
Retail chain	+ + -	+ +	+ + - -	+ +	+ + - -	+ + - -
Supply chain	+ + - -	+ + - -	+ + - -	+ + - -	+ + - -	+ + - -
Investors	+ -					
NGOs	+ + - -					
Research institutions	+					
Other Partnerships	+ +					
Consumer/ public/media	+ + - -	+ + -	+ + -	+ + - -	+ +	+ + - -
Government	+ -	+	- -	+ +	+	+ + -



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Leadership

Leadership overcomes immobility





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Leadership

Leadership overcomes immobility:

- Having fixed ideas
- Being satisfied with the status quo
- Not being prepared to move





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Leadership

Leadership overcomes immobility:

- Having fixed ideas
 - Being satisfied with the status quo
 - Not being prepared to move
-
- ❖ good care is enough
 - ❖ animal welfare = animal health
 - ❖ animal welfare = animal productivity
 - ❖ animals are lower creatures
 - ❖ the farmer represents the animals





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“The farmer is a stakeholder, and that includes the cows and the land and biodiversity and the birds and the flora and fauna. And the farmer represents them, he’s our most important stakeholder, because he’s our stockholder and our biggest milk supplier, and he knows the best way to do that.”



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- ~~Not being prepared to move~~





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Partnership

Partnership overcomes dilemmas





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Partnership

Leadership overcomes dilemmas:

- Low price or high quality?
- Small steps or radical change?
- Free range or less emissions?





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Partnership

Partnership overcomes dilemmas:

- Low price or high quality?
- Small steps or radical change?
- Free range or less emissions?



“How can you tell if an animal’s in pain? That’s always tricky for me. And everyone has an opinion about it.”



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Partnership

Partnership overcomes dilemmas:

- ~~Low price or high quality?~~
- ~~Small steps or radical change?~~
- ~~Free range or less emissions?~~





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Championship

Championship overcomes slander





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Championship overcomes slander

- Prejudices
- Extreme demands
- Strong opinions without knowledge





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“While you’re sticking your neck out as a retailer in so many ways, and you’re really serious and committed, it can work against you at the point it gets unpleasant. And that absolutely has a huge impact on the people involved (...) Then it’s not a positive energy (...), but more a negative energy.”



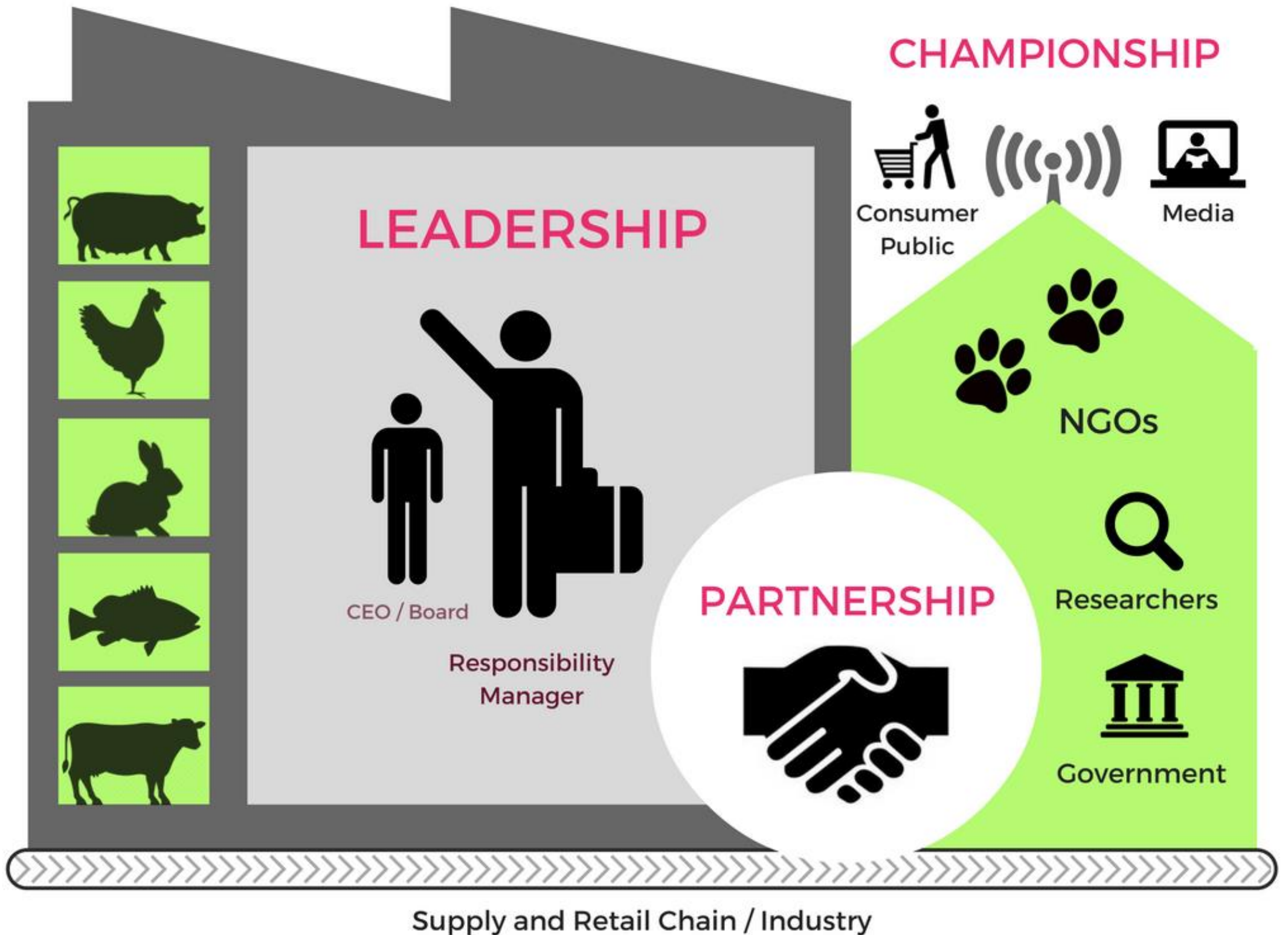
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