



Ethical Considerations in Food Production

Food Studies 9




Ethical Consideration when farming

- ▶ The land and surrounding areas need to be considered as leeching can occur
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Ethical Consideration when farming

- ▶ Also for farms to be organic the surrounding farms must also be organic
- 



Ethical Consideration when farming

- ▶ When it comes to animals its important that animals are treated properly
 - ▶ This means that they have adequate space to move
 - ▶ Not genetically or hormonally altered
 - ▶ That animals are treated with respect and not abused



Ethical Considerations when harvesting crops

- ▶ When it comes to harvesting crops how much is left to waste in the field

Ethical Considerations when harvesting crops

➡ During the video take notes on the impacts of food waste

➡ <https://www.youtube.com/watch?v=loCVrkcaH6Q>

1. What can we do to reduce food wastage?
2. What can we do as a school to reduce food wastage?
3. How often do you buy food and not finish it?



Misrepresentation of brands in stores¹

- ➔ Many label crazes have gone through stores and as time goes on it is clear that people buy items based on what brands say they are

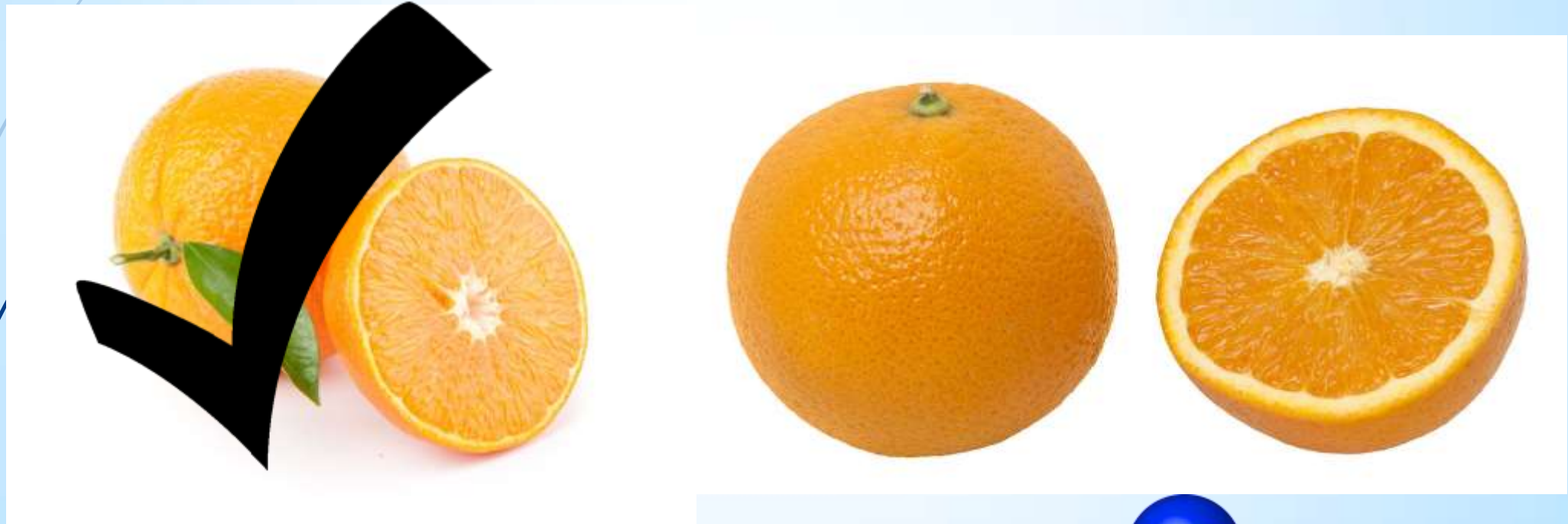
Misrepresentation of brands in stores¹

- ➔ For example, if a person eats only organic and purchases only something with the label organic how can they be certain that the item is organic?

Misrepresentation of brands in stores¹

- ▶ What it means is how do we as consumer know if a label literally means what it says?
- ▶ Please answer the question about in 2 sentences.

Let's try an example: Which orange is organic how do you know?



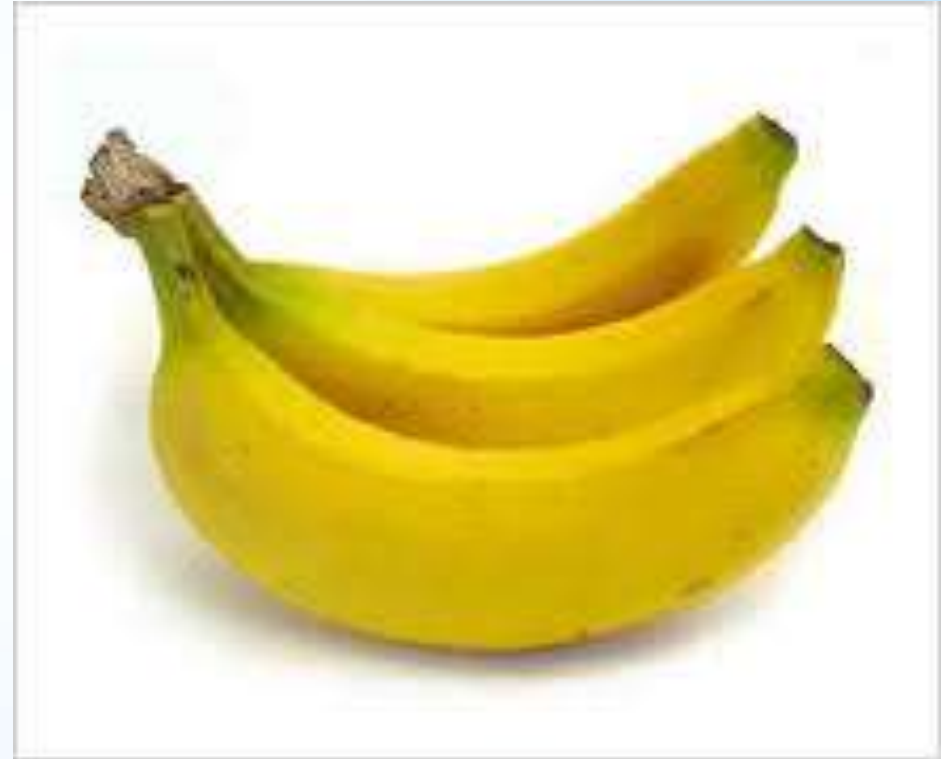
1

2

Let's try another example: Which bananas are organic how do you know?



1



2

How is eating ethical?²

- ▶ The reason this is the case is for many reasons
 - ▶ Involves moral decision making which is influenced by cultures, traditions and social structures
 - ▶ The effect of how we respond to food in North America could be seen as glutinous where we often eat in excess.

How is eating ethical?²

- ▶ The reason this is the case is for many reason
- ▶ Also, it can be construed that we don't eat due to a desire to be thin which is perpetuated by magazines and media sources including television and movies



Ethical Practices can also be seen in advertisements for food

- ▶ Food advertisements focus on foods that we are tempted by rather than on nutritious foods
 - ▶ The most prominent food ads are for fast food including
 - ▶ McDonalds
 - ▶ Burger King
 - ▶ Wendy's
 - ▶ A&W
 - ▶ Tim Hortons



Ethical Practices can also be seen in advertisements for food

- ▶ Although, some of the ads are for more nutritious foods, like salads they are the minority of the ads.



Moral Implications for Food Advertisements

- ▶ Negative effects of advertisements are that they cause people to eat far more than they actually need



Moral Implications for Food Advertisements

- ▶ Additionally, ads tend to have attractive people who are thin so it leads many people to believe that there is no association between what we eat and gaining weight.



Moral Implications for Food Advertisements

- ▶ How many people here buy food if they see it on an advertisement?
 - ▶ Do you know how many calories the item you are eating has?
 - ▶ Are all calories the same?



References

1. The Ethics of Food Production and Regulation of “Misbranding”
<https://dash.harvard.edu/handle/1/8965624>
2. Global Food Security: https://ac.els-cdn.com/S2211912415300158/1-s2.0-S2211912415300158-main.pdf?_tid=ba7f2ae8-c1cb-11e7-9321-00000aab0f6c&acdnat=1509846821_db417d08108dad343ef408be041136a8