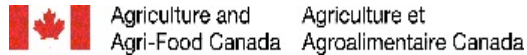




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Special Edition: Food System Ethics

In This Issue:

New CAAP Funding Announced

Ethics in Food and Agriculture

Food Ethics 101: Food Future Mapped Out

Food Ethics 102: Special Issues: Return to Real Food

Food Ethics 102: Special Issues: GMO & the Health Risk Debate

Consumers Seeking More from Organics

Assessing the Relationships of Food and Health Systems

Additional Reading

Journal of Agricultural and Environmental Ethics

Herd: How to Change Mass Behaviour by Harnessing Our True Nature

The Ethics Of What We Eat: Why Our Food Choices Matter

New CAAP Funding Announced

The Canadian Agricultural Adaptation Program (CAAP) is a five-year (2009 - 2014), \$163 million program with the objective of facilitating the agriculture, agri-food and agri-based products sector's ability to seize opportunities, to respond to new and emerging issues and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive.

Launched as a successor to the Advancing Canadian Agriculture and Agri-Food (ACAAF) program, the Canadian Agricultural Adaptation Program (CAAP) will continue to support industry-led initiatives at the national, regional and multi-regional levels.

The Canadian Agricultural Adaptation Program (CAAP) intends on funding projects identified by the sector that align with priorities identified by industry and/or government at the national, regional and multi-regional levels by focusing on:

- * Seizing opportunities
- * Responding to new and emerging issues
- * Pathfinding and pilot solutions to new and ongoing issues

For more information see:

<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1182434406559&lang=eng>

Ethics in Food and Agriculture

From United Nation FAO; http://www.fao.org/Ethics/index_en.htm

Major changes in the fields of food and agriculture in recent years, including accelerating technological development, changes in the resource base, and economic and market developments, have brought to the fore a variety of ethical questions of relevance to food security and sustainable rural development.

Ethics is by its nature crosscutting and multidimensional, and FAO has therefore designated "Ethics in Food and Agriculture" as a Priority Area for Interdisciplinary Action, and established an internal Committee on Ethics in Food and Agriculture to guide the Organization's actions in this regard.

*Rick Garlikov; University of Alabama at Birmingham
Business Ethics*

"While some problems are caused by bad people not caring what is wrong, most problems probably arise from good people not knowing or fully understanding what is wrong, particularly when what is wrong is a traditional or sanctioned way of doing something.

Many of us think we do not think we need to discuss ethics, as long as we are obedient to laws and rules, and maintain our loyalties and faith. However, it is a mistake to confuse ethical behaviour with obeying the law and following "codes of ethics", which are the practices sanctioned by industries, professions, and organizations.

We are also mistaken when we believe that because we might have learned, how to behave appropriately in typical business or social situations that we know what is ethical to do in more complex business or social situations.

Ethics is not the study of what is legal or socially accepted or tolerated; it is the study of what is right and wrong. Most people think that obeying the law and company policy or following the Golden Rule is sufficient. But there are many legal activities that are not morally right to do.

Moreover, there are wrong or morally bad laws and rules. And it is not always the case that they should be obeyed until they can be changed, because sometimes they are so bad that obedience to them is a greater moral transgression than disobedience.

When someone is operating by principles, rather than by rules, it is appropriate that if

you show them their principles are unreasonable that they change them. Whereas someone who is just following rules or "obeying orders" is normally likely to say something like "It doesn't matter about the outcome. These are the rules I have to follow."

Food Ethics 101: Food Future Mapped Out

The Food Ethics Council (UK) has launched a new toolkit designed to help organizations plan for the uncertain future of the food system. The Council has created four future scenarios – sets of different but equally plausible stories about the future of food in 2022.

<http://www.foodethicscouncil.org>

[http://www.foodethicscouncil.org/files/FECscenariosreport\(web\)_0.pdf](http://www.foodethicscouncil.org/files/FECscenariosreport(web)_0.pdf)

Food Ethics 102: Special Issues: Return to Real Food

'Eat food. Not too much. Mostly plants,' is Michael Pollan's succinct message in his book, 'The Omnivore's Dilemma'. What does this mean in Canada?" Pollan answers questions from some Canadians.

<http://www.theglobeandmail.com/life/return-to-real-food-pollan-urges/article1175528>

Food Ethics 102: Special Issues: GMO & the Health Risk Debate

The American Academy Of Environmental Medicine Takes a Stand

The American Academy of Environmental Medicine (AAEM) was founded in 1965, and is an international association of physicians and other professionals interested in the clinical aspects of humans and their environment. The Academy is interested in expanding the knowledge of interactions between human individuals and their environment, as these may be demonstrated to be reflected in their total health. The AAEM provides research and education in the recognition, treatment and prevention of illnesses induced by exposures to biological and chemical agents encountered in air, food and water.

The American Academy of Environmental Medicine (AAEM) released its position paper on genetically modified foods, May 19, 2009. Dr. Jennifer Armstrong, President of AAEM, said, "The most common foods in North America which are consumed that are GMO are corn, soy, canola, and cottonseed oil."

The AAEM's position paper on Genetically Modified foods can be found at

<http://aaemonline.org/gmopost.html>

More information is available at www.aemonline.org.

Consumers Seeking More from Organics

By Jess Halliday, 03-Jun-2009; <http://www.foodnavigator.com>

Organic certification alone no longer covers all the ethical and sustainable considerations of consumers, according to Organic Monitor, which says new 'Organic Plus' strategies are now emerging.

The term organic refers to defined food production and farming practices, and consumer awareness of the term – and willingness to pay a premium for certified organic products – has soared in recent years.

But according to the UK-based market analyst, the organic production method only partially

meets consumers' expectations. "They are increasingly looking at ethical sourcing, traceability, the carbon footprint, sustainability and corporate social responsibility". It says that savvy food firms are marketing their organic products on these principles. Given that the organic market has seen reduced growth in the recession, delivering on the values that consumers are seeking out could help companies maintain good sales.

So-called Organic Plus initiatives currently being employed by food firms include ethical sourcing of organic cocoa by Green & Blacks.

Some firms are also investing in developing or war-torn countries. For instance, Canaan Fair Trade in Palestine became the first company to offer organic and fair trade olive oil from the region.

Others, like organic fruit and vegetable trader EOSTA, are off-setting the carbon emissions from food production.

Organic Monitor is organising the Sustainable Foods Summit in Amsterdam from June 25th to 27th. More information on the event is available from jasmine@organicmonitor.com.

Assessing the Relationships of Food and Health Systems

Kelly Brownell has long studied the relationship between rising levels of obesity, and the way our food is grown, processed, packaged, and sold. In [this] interview, he discusses the common marketing and lobbying tactics employed by the food and tobacco industries. [The latter] successfully fought off regulation for decades, thereby contributing to the deaths of millions of Americans. The common strategies include dismissing as "junk science" peer-reviewed studies showing a link between their products and disease; paying scientists to produce pro-industry studies; sowing doubt in the public's mind about the harm caused by their products; intensive marketing to children and adolescents; frequently rolling out supposedly "safer" products and vowing to regulate their own industries; denying the addictive nature of their products; and lobbying with massive resources to thwart regulatory action.

FULL STORY Environment360, Yale University - 04/08/09
<http://www.e360.yale.edu/content/feature.msp?id=2136>

Additional Reading

Whether you agree with the authors or not, it is valuable to be aware and discuss the issues that concern society and impacts they are having on consumer choices.

Journal of Agricultural and Environmental Ethics

For more information on ethical issues facing the agriculture and food industry you can refer the refereed, 'Journal of Agricultural and Environmental Ethics.'

The Journal presents articles on ethical issues confronting agriculture, food production and environmental concerns.

The current issues includes articles on:

- Organic Agriculture's Approach towards Sustainability; Its Relationship with the Agro-Industrial Complex, Thodoris Dantsis, Angeliki Loumou

and Christina Giourga

- Exponential Growth, Animal Welfare, Environmental and Food Safety Impact: The Case of China's Livestock Production; Peter J. Li
- A Pluralist–Expressivist Critique of the Pet Trade; Kimberly K. Smith
- Latina Feminist Metaphysics and Genetically Engineered Foods; Lisa A. Bergin
- Ethnographies of Taste: Cooking, Cuisine, and Cultural Literacy; Samuel Snyder
- Animal Welfare: Competing Conceptions and Their Ethical Implications, Richard P. Haynes,
- Ethics of Animal Use; Peter Sandøe, Stine B. Christiansen

The Journal is available by download at:

<http://www.springerlink.com/content/t7g300153h85/?p=f537dad5aba54f2d84f9292a50894d2d&pi=0>

The goal of this journal is to create a forum for discussion of moral issues arising from actual or projected social policies in regard to a wide range of questions. Among these are ethical questions concerning the responsibilities of agricultural producers, the assessment of technological changes affecting farm populations, the utilization of farmland and other resources, the deployment of intensive agriculture, the modification of ecosystems, animal welfare, the professional responsibilities of agrologists, veterinarians, or food scientists, the use of biotechnology, the safety, availability, and affordability of food. The journal publishes scientific articles that are relevant to ethical issues, as well as philosophical papers and brief discussion pieces.

Herd: How to Change Mass Behaviour by Harnessing Our True Nature

by Mark Earls; Pub: John Wiley & Sons; 2007; ISBN-10: 0470060360

Can you explain the explosion of social activities like text messaging with little or no promotion of the behaviour? How a Mexican wave happens? The emergence of online communities? Or – more sensitively – the steady rise of floral roadside tributes to traffic accident victims from complete strangers? Unless you have a good explanation of mass behaviour, you'll have little chance of altering it.

Herd reveals that most of us in the West have completely misunderstood the mechanics of mass behaviour because we have misplaced notions of what it

means to be a human being.

click here for more information on this topic see:

[http://herd.typepad.com/herd the hidden truth abo/](http://herd.typepad.com/herd_the_hidden_truth_abo/)

Also reviewed on amazon.ca

The Ethics Of What We Eat: Why Our Food Choices Matter

From Amazon.ca; Publishers Weekly and Audio File:

The authors examine three families' grocery-buying habits and the motivations behind those choices. In investigating food production conditions, the authors' first-hand, sometimes-graphic exposé is not myopic: profitability and animal welfare are given equal consideration, though the reader finishes the book agreeing with the authors' conclusion that "the food industry seeks to keep us in the dark about the ethical components of our food choices." A no-holds-barred treatise on ethical consumption, for conscientious readers trying to figure out labels like "certified humane," "fair trade," and others.