

Table of contents

Preface: Ethics and the politics of food <i>Matthias Kaiser and Marianne Elisabeth Lien</i>	19
--	----

Keynote papers

Political consumerism: Why the market is an arena for politics <i>Michele Micheletti</i>	23
Whales as persons <i>Paola Cavalieri</i>	28
Can food safety policy-making be both scientifically and democratically legitimated? If so, how? <i>Erik Millstone</i>	36

Part 1 – Politics and ethics of transparency

Consumer concerns and ethical traceability: outline of a liberal argument <i>Volkert Beekman</i>	51
Ethical traceability <i>Christian Coff</i>	56
Towards value based autonomy in livestock farming? <i>Karel de Greef, Carolien de Lauwere, Frans Stafleu, Franck Meijboom, Sabine de Rooij, Frans Brom and Jan Douwe van der Ploeg</i>	61
Participatory methods and food policy: Different approaches for different purposes <i>Jon Fixdal</i>	66
Farmers markets as a new arena for communication on food <i>Anne Moxnes Jervell, Hanne Torjusen and Eivind Jacobsen</i>	72
Consumer information about farm animal welfare: A study of national differences <i>Unni Kjærnes and Randi Lavik</i>	77
The presence of animal welfare-friendly bodies: An organised or disorganised achievement in the food supply chain <i>Emma Roe and Marc Higgin</i>	80
Private regulatory approaches and the challenge of pesticide use <i>Nicolien van der Grijp</i>	85

Organic values and animal production <i>Henk Verhoog and Jan de Wit</i>	90
--	----

Part 2 – Foundational issues in philosophy and ethics

Biotechnology, disagreement and the limitations of public debate <i>Bernice Bovenkerk</i>	97
--	----

Cynicism and corporate integrity: Obstacles and possibilities for moral communication <i>Erik de Bakker</i>	103
--	-----

Protecting future generations through submajority rule <i>Kristian Skagen Ekeli</i>	109
--	-----

Scientific advice and the ideal of certainty <i>Anna Paldam Folker and Peter Sandøe</i>	114
--	-----

Controlling biodiversity? Ethical analysis of the case of swine fever and wild boar in Denmark <i>Christian Gamborg and Peter Sandøe</i>	119
---	-----

The moral basis of vegetarianism <i>Espen Gamlund</i>	123
--	-----

Problems of principlism <i>Laurens Landeweerd</i>	128
--	-----

Passive nature and safe food? <i>Svein Anders Noer Lie</i>	133
---	-----

The human and social sciences in interdisciplinary biotechnology research: Trojan horses or useful idiots? <i>Bjørn Myskja and Reidun Heggem</i>	138
---	-----

Moral co-responsibility in food production and consumption <i>Hilde W. Nagell</i>	143
--	-----

Genetically modified foods between ethics and public policy <i>Assya Pascalev</i>	149
--	-----

Part 3 – Trust in food

Food safety in Europe: New policy and shifting responsibilities <i>Lotte Holm and Bente Halkier</i>	157
--	-----

Politicising consumer trust in food: A socio-institutional explanation to variations in trust <i>Unni Kjærnes, Alan Warde and Mark Harvey</i>	162
--	-----

Why increasing predictability cannot do the job alone when we aim to establish trust in the agri-food sector <i>Franck L.B. Meijboom</i>	167
---	-----

Part 4 – Ethics and safety in food discourse

GMO controversy in Japan over test growing of PEPC transgenic rice plants <i>Mamoru Fukamizu, Seiko Yoshida, Kohji Ishihara</i>	175
--	-----

Uncertainty and precaution; challenges and implications for science and policy of DNA vaccines in aquaculture <i>Frøydis Gillund and Anne Ingeborg Myhr</i>	180
--	-----

Heuristics of precaution: Towards a substantial consideration of ethics in the regulation of agri-food biotechnology risks <i>Andoni Ibarra and Hannot Rodríguez</i>	185
---	-----

Negotiating signs of pleasure and pain: towards a democratic-deliberative model of animal welfare monitoring <i>Mara Miele and Adrian Bruce Evans</i>	190
--	-----

A critical appraisal of the UNESCO version of the Precautionary Principle <i>Bjørn Myskja and Anne Ingeborg Myhr</i>	197
---	-----

Biosecurity research and agroterrorism: Are there ethical issues at stake? <i>Matias Pasquali</i>	203
--	-----

Part 5 – Sustainability in food production

No-one at the helm: World trade, sustainability and farm animal welfare <i>Michael C. Appleby</i>	211
--	-----

Integrative sustainability concept: Operationalisation for the food and agriculture sector <i>Rolf Meyer</i>	214
---	-----

Ethical and organic? Exploring the contradictions from a local community of small family farmers of southern Brazil <i>Raquel Moreno-Peñaranda</i>	220
---	-----

The new scientific totalitarianism: An overview on the discourse over genetically modified crops <i>Asterios Tsioumanis and G. Perentzis</i>	225
---	-----

Part 6 – The tool-box for assessing ethical issues

Development of an Animal Disease Intervention Matrix (ADIM) <i>Stefan Aerts, Johan Evers and Dirk Lips</i>	233
---	-----

The process of developing and implementing criteria for sustainable agriculture: A cross-case analysis <i>Menno Binnekamp, Paul Ingenbleek and Silvia Goddijn</i>	239
'Animal Ethics Dilemma': A computer supported learning tool <i>Trine Dich, Tina Hansen, Anne Algers, Alison Hanlon, Hillar Loor and Peter Sandøe</i>	245
Giving ethical advice in a pluralist context: What is the problem? <i>Ellen-Marie Forsberg</i>	250
Values behind biodiversity: A study of environmental controversies related to salmon farming <i>Arne Sveinson Haugen</i>	255

Part 7 – Cultural values in food production and consumption

Factors influencing halal meat consumption: An application of the theory of planned behaviour <i>Karijn Bonne, Iris Vermeir, Florence Bergeaud-Blackler and Wim Verbeke</i>	263
Ethics and transformation of Polish food chain <i>Marek Gaworski</i>	270
Innocent food and dirty money: The moral economy of food production <i>Stig S. Gezelius</i>	274
The cultural taste of <i>Gamalost fra Vik</i> : Reflections about the meanings of a local cheese <i>Atle Wehn Hegnes, Virginie Amilien and Hanne Torjusen</i>	280
Slow food lessons for a fast food nation <i>Christopher D. Merrett, William Maakestad, Heather McIlvaine-Newsad, and Patrick McLaughlin</i>	285
Olive oil and the cultural politics of 'Denominaciones de Origen' in Andalusia <i>Nefissa Naguib</i>	292
Lookin' for some down-home cookin'? A case study of household pork production in the Czech Republic <i>Zbynek Ulcak</i>	297
How animal friendly should our agricultural practice become? A moral anti-realist argumentation for veganism <i>Tatjana Visak</i>	301

Part 8 – Emerging technologies in food production

Genetics and tailor-made diets: Some ethical issues <i>Angus Dawson</i>	309
Nanofood: Lessons to be learnt from the debate on GM crops? <i>Mette Ebbesen</i>	314
Farm animal cloning: The role of the concept of animal integrity in debating and regulating the technology <i>Mickey Gjerris and Peter Sandøe</i>	320
The transatlantic conflict over GM food: Cultural background <i>Tatiana Kochetkova</i>	325
Nutrigenomics: A bridge too far, for now? <i>Albert E.J. McGill</i>	330
The transatlantic rift in genetically modified food policy <i>Celina Ramjoué</i>	334
The ethical landscape of non surgical embryo-transfer in pigs: An explorative study of public concerns <i>Frans Stafleu Dorothé Ducro-Steeverink and Jan Merks</i>	339
Agricultural animals as targets of genetic progress: Engaging with animal scientists about the impact of genomics <i>Richard Twine</i>	345

Part 9 – Nutrition, equality and global food security

Free vs. paid school fruit: Big difference with respect to social inequality <i>Elling Bere and Knut-Inge Klepp</i>	353
Who's responsible for school meals? <i>Astrid Dahl</i>	358
Technological interventions for global food security <i>Albert E.J. McGill</i>	363
Urban challenges and solutions for ethical eating <i>Albert E.J. McGill</i>	368
Governance of healthy eating: The changing role of governments in promoting healthy dietary habits and its implications for consumers and civil society <i>Bent Egberg Mikkelsen</i>	376

Food system policies in rich countries and consequences in poor ones: Ethical considerations 382
Per Pinststrup-Andersen

Advertising, social responsibility and moral myopia: An overview on the fast food industry 386
Athanasios Vlachos and Asterios Tsioumanis

Part 10 – Who is responsible? Corporate responsibility and political governance

Re-doing responsibilities: Re-doing the state politics of food and the political market-place 393
Kristin Asdal

The responsibility of food corporations for their customers' health 398
Tal Caspi and Yotam Lurie

Governing sustainable food and farming production futures using integrated risk assessment approaches 402
A.H. Gesche and A. Haslberger

Ethical principles and practice in organic processing: Governance and corporate responsibility 408
Mette Weinreich Hansen, Thorkild Nielsen and Niels Heine Kristensen

Corporate responsibility 413
Karsten Klint Jensen

For public prevention or on private plates? The ethical evaluation of personal diets and the shift towards market applications 418
Franck L.B. Meijboom, Marcel F. Verweij and Frans W.A. Brom

Can the freedom to choose between gm-free and gm-products be guaranteed by voluntary GM-free regional co-operations in the long-run? 423
Frauke Pirscher

Part 11 – Critical issues in aquatic production systems

Turning cheap fish into expensive fish? The ethical examination of an argument about feed conversion rates 431
Matthias Kaiser

A warm heart for a cold fish: Moral obligations and welfare considerations in fish farming 437
Vonne Lund and Cecilie M. Mejdell

The implications of the use of GM in aquaculture: Issues for international development and trade 442
Kate Millar and Sandy Tomkins

Economic values of fish welfare and application of market experiments <i>Ingrid Olesen, Frode Alfnes, Mia Bencze Rørå, Ståle Navrud, Kari Kolstad</i>	446
A story of two fishes <i>Guro Ådnegard Skarstad</i>	452
The ethical slaughter of farmed fish <i>Ambrose Tinarwo</i>	457
Consumer perception about ethical and sustainability issues of fish <i>Filiep Vanhonacker, Wim Verbeke and Isabelle Sioen</i>	464

Part 12 – Politics of consumption

The political-commercial framing of ethical consumption <i>Eivind Jacobsen and Arne Dulsrud</i>	473
Safer than ever? Trust and gender in relation to meat provisioning in Norway <i>Marianne Elisabeth Lien and Randi Lavik</i>	478
The Citizen goes shopping: What do the peers have to say about it? <i>Tassos Michalopoulos</i>	483
Mobilising for the animal cause as consumers: An analysis of strategies and practices in Netherlands and Norway <i>Laura Terragni, Liesbeth Schipper, Hanne Torjusen, Volkert Beekman and Unni Kjærnes</i>	488

Part 13 – Animal welfare and food production

Animal welfare differences between Caesarean section and natural delivery in Belgian Blue cattle <i>Stefan Aerts, Iris Kolkman, Hilde Vervaecke, Jo Vicca and Dirk Lips</i>	495
Stakeholder's attitudes to and engagement for animal welfare: to participation and cocreation <i>Stefan Aerts and Dirk Lips</i>	500
Ethics, bioethics and animal welfare: At what cost <i>Salvatore Barbera</i>	506
Importance of emotional experiences for societal perception of farm animal welfare: A quantitative study in the Netherlands <i>Birgit K. Boogaard, Simon J. Oosting and Bettina B. Bock</i>	512
Animal welfare in animal husbandry: How to put moral responsibility for livestock into practice <i>Herwig Grimm</i>	518

Competing conceptions of animal welfare and their ethical implications for the treatment of non-human animals <i>Richard P. Haynes</i>	523
Animals and the harm of death <i>Frederike Kaldewaij</i>	528
Tail docking in horses: Tradition, economy, welfare and the future of the Belgian draft horse <i>Dirk Lips and Stefan Aerts</i>	533
All animals are equal but some animals are more equal than others: A cross-cultural comparison of human-animal relationships in Netherlands and Norway <i>Liesbeth Schipper, Hanne Torjusen, Volkert Beekman, Laura Terragni, Michiel Korthals</i>	535
Vethics: Vets for ethics in food <i>Erik Schmid</i>	540
Robustness of laying hens: An ethical approach <i>Laura Star, Esther Ellen, Koen Uitdehaag and Frans Brom</i>	545
Attitudes of organic pig farmers towards animal welfare <i>Marjolein van Huik and Bettina Bock</i>	550
Defining the concept of animal welfare: integrating the opinion of citizens and other stakeholders <i>Els Van Poucke, Filiep Vanhonacker, Griet Nijs, Johan Braeckman, Wim Verbeke and Frank Tuytens</i>	555
 Part 14 – Other contributions	
Comparative analysis of ethical assessment of agricultural biotechnology: Committees functioning and philosophical presuppositions <i>Catherine Baudoin</i>	563
Pigs breeding outdoors and weighing stress: an automatic station for feed distribution and weight taking <i>Paolo Cornale and Salvatore Barbera</i>	565
Dairy cows systems and natural resources utilization for a sustainable and ethical production in NW Italy <i>Marcella Gentile, Salvatore Barbera and Luca Battaglini</i>	567
Pesticide residues in drinking water versus other beverages: a case of an unjustified discrepancy? <i>Khara Grieger and Stefan Trapp</i>	569

Presentation of the computer programme 'Animal Ethics Dilemma' <i>Tina Hansen, Trine Dich, Anne Algers, Alison Hanlon, Hillar Loor and Peter Sandøe</i>	572
A project looking for novel perspectives in agricultural science communication <i>Matias Pasquali</i>	575
The ethical Delphi. A new tool for ethical assessments <i>Erik Thorstensen and Matthias Kaiser</i>	577
Defining animal welfare from a citizen and consumer perspective: Exploratory findings from Belgium <i>Filiep Vanhonacker, Els Van Poucke, Griet Nijs, Johan Braeckman, Frank Tuytens and Wim Verbeke</i>	580
Ethical questions, technological solutions? <i>Ineke Widdershoven-Heerding</i>	583
Author index	585
Keyword index	589