







### The Conundrum of Consumption

A problem with no satisfactory answer

Limiting the consumer life to those who have it is not

Politically possible

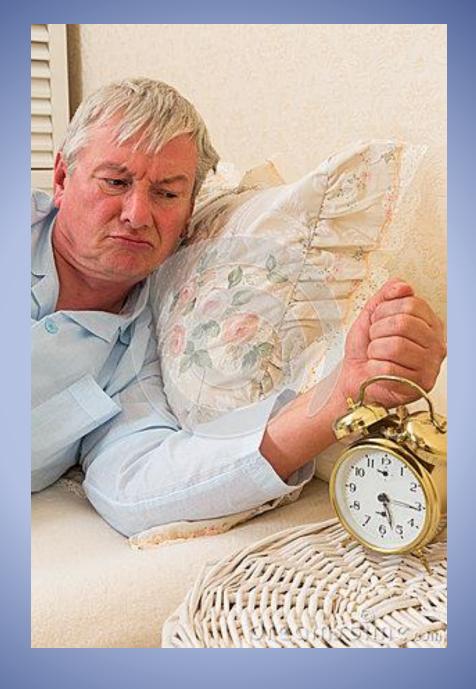
Ecologically sufficient

Ethically defensible

### The Conundrum of Consumption

Extending the consumer life – style to all

Would hasten destruction of the ecosystem





### How do we know what to do?

How do I know what I choose to do is the right thing to do?

### How do we know? Empirical

Pragmatic

Skeptical

### How do we know?

**Authority** 

The Law

Tradition

Revealed Truth

Reason

### **Ethics**

What we all have and practice

Societal Principles

### Ethics is not

A set of prohibitions

Ethics is not: Do Not Rules

Ideal, but Useless

Relative

Subjective

### **Ethics and Morality**

**Ethics** 

Deals with values - principles & beliefs we use to determine what is right-wrong, good-bad, etc.

Morality

What people believe to be right-wrong.

Often synonyms

### **Ethics for Weed Science**

We use ethical terms all day

good - bad

immoral - moral

right – wrong

just – unjust

### **Personal Ethics**

Marital sex
Voting
Church
Charity

### Social ethics

Murder
Torture
Pornography
Civil rights
Ghildren

### **Professional ethics**

Don't fabricate the data
Give proper credit,
Honesty,
Report all results,
Plagiarism
Conflicts of interest

### Goals

**Justice** Peace Prosperous Democratic Free of Prejudice

# An ethic gone wrong is a prelude to:

Sweat shops

Mistreatment of women

Concentration camps

**Child labor Torture** 

# Ethical standards change

Sexual practices

Business hours

Smoking

Animal treatment

# Is there an ethical position that characterizes agriculture?

# The central norm of agricultural science

Productionism

Producing food and fiber to benefit humanity

# Is production a sufficient criterion?

Does it justify everything?

### Responsibilities

Sustainability

**Pollution** 

Soil erosion

Harm

Habitat

Water

And he gave it as his opinion, that whoever could make two ears of corn or two blades of grass to grow upon a spot of ground where only one grew before would deserve better of mankind, and do more essential service to his country, than the whole race of politicians put together.

Swift, J. 1726. Gulliver's Travels ,Chap 6.

There it is!

Is it adequate?

We have assumed it is!

### Agricultural Assumptions

It is a moral good to feed people

### Wendell Berry, 2002

"We have lived by the assumption that what was good for us would be good for the world.....We have been wrong.....For I do not doubt that it is only on the condition of humility and reverence before the world that our species will be able to remain in it."

Societal concern

Pesticide contamination
Soil erosion
Animal treatment
Loss of family farms
Corporate agriculture

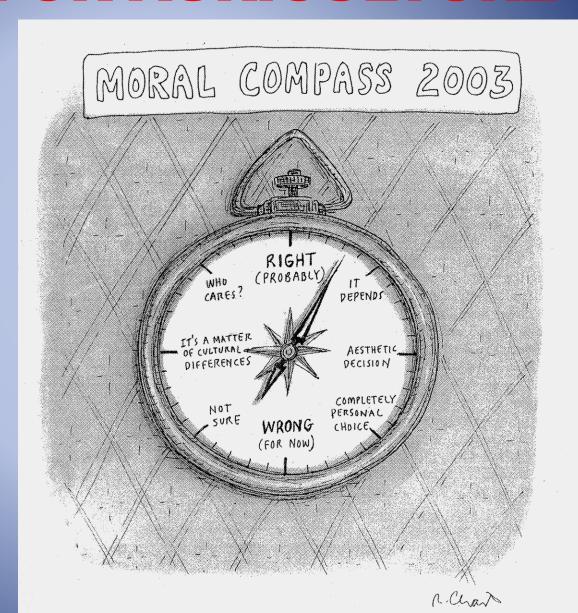
Are these just fringe concerns?

If they are societal concerns,

Agriculture has an ethical dilemma

Are there definite answers in ethics?

Common answer -- No!



Why?

Verifiability

- 1. Standard of proof
- 2. Proving vs. persuading
- 3. Difficult questions
- 4. Objective scientific?

Agriculture the essential human activity,

Must have a firm ethical foundation

It's not just about results.

### Three points about agricultural science

- 1. Those engaged in agriculture are certain about the moral correctness of what they do.
- 2. The basis of their moral certainty is not obvious to those who have it.
- 3. Agriculture's moral certainty is potentially harmful because it is unexamined.

#### Moral Certainty and Debate

Foundational theories

Guides – not absolute rules

Invisible foundation

No single principle

# The benefits and costs of modern agriculture

The greatest story never told.

A productive marvel

More land required

#### Societal Values

Risk

Public consent

Food availability and exemption

Dialog

Listening and understanding

#### What is the Problem?

Is it food production?

But

Of Course it is!

Distribution

Waste

Poverty

#### Social goals for Agriculture

Sustainable environmentally safe production –

Contribute to a just social order

#### Environmental goals for Agriculture

Related to social goals The land Values Science is value laden In science the best data win. In ethics the best reasons win.

## A Common Defense

First defense

Denial

Second defense

- 1. Expense
- 2. Trade

## **Agricultural Scientists**

Reluctant revolutionaries

Realists

Idealists

l want more

# Assumptions

We do not want our assumptions challenged.

We want to use them.

#### Leo Tolstoy and Art

I know that most men – not only those considered clever, but even those who are very clever and capable of understanding most difficult scientific, mathematical, or philosophical problems --- can seldom discern even the simplest

#### Leo Tolstoy and Art

and most obvious truth, if it be such as obliges them to admit the falsity of conclusions of which they are proud, which they have taught to others, and on which they have built their lives.

That this opinion may be false.

#### Agriculture's many forms

Productive

Scientific

**Environmental** 

Social

**Economic** 

Political

Moral

#### We live in a

Post industrial, information age society

We do not, and no one ever will,
live in a post agricultural world

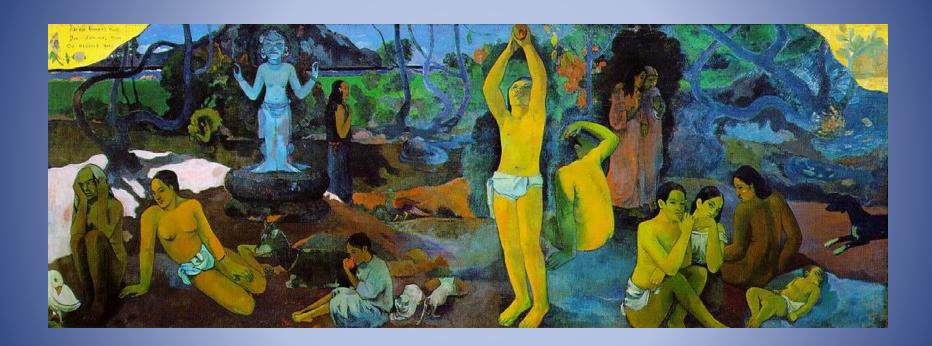
Our challenge is to make sure the agricultural foundation is secure.

#### Agriculture...



the largest and most important interaction between humans and the environment.

# Paul Gauguin



# Questions

D'où Venons Nous?

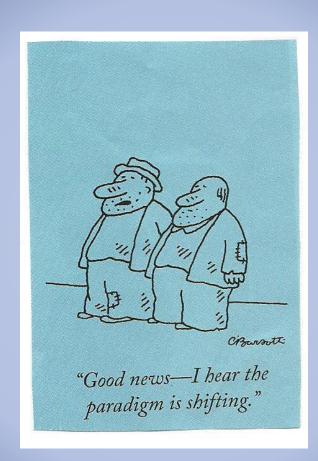
Que Sommes Nous?

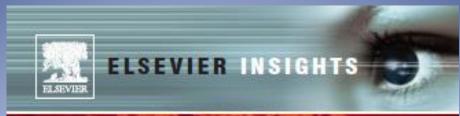
Où Allons Nous?

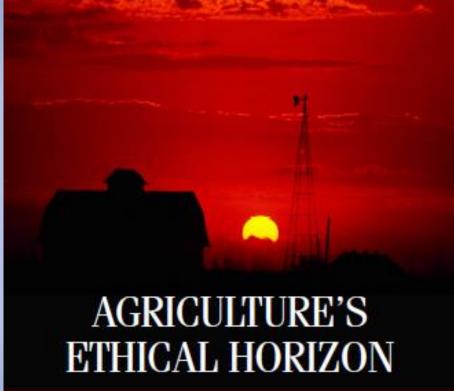
Where do we come from?

Where are we?

Where are we going?







SECOND EDITION

ROBERT L. ZIMDAHL



#### Ethical Criteria for Agriculture

Equity

**Environmental** 



Safety and Risk

#### Ethical Criteria for Agriculture

Quality

Sustainable

Consent

Aesthetics



# Agricultural Abundance

When the values of the food production system –

ignore -

Protection of the land

Water quality

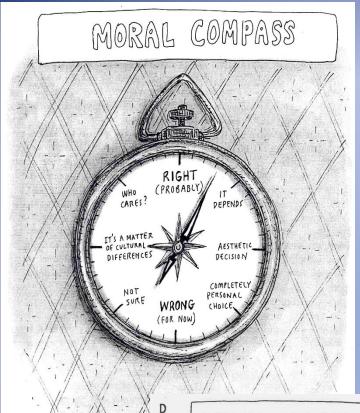
Biodiversity

# Agricultural Abundance

Food as a commodity

Purchased by those with money

Then the ethics of the production system ought to be a matter of societal concern



Two "popular culture" views of ethics.









"Daddy works in a magical, faraway land called Academia."

# **ASSUMPTIONS**

