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Public Values in Conflict with Animal Agribusiness Practices

February 23, 2019 / UCLA School of Law

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PUBLIC VALUES IN CONFLICT WITH ANIMAL AGRIBUSINESS PRACTICES

REGISTER NOW BY CLICKING HERE or by emailing leahy@law.ucla.edu for “Public Values in Conflict with Animal Agribusiness Practices,” a one-day conference held at UCLA School of Law on Saturday, February 23.

We hope you will join us at UCLA Law School for an innovative conference, which will include three panels about subjects relevant to closing the gap between public values and animal agribusiness practices. Our goal is to provide comparative perspectives from different social justice movements whose missions are negatively impacted by animal agribusiness, such as animal protection, labor law enforcement, and protection of human health and the environment.

UCLA School of Law is located at 385 Charles E Young Dr E, Los Angeles, CA 90095. The conference will be held in room 1347 from 9:30 AM to 4:45 PM.

This conference is funded by a generous gift from the Animal Welfare Trust, which supports the Initiative on Animals in Our Food System, a joint initiative between the UCLA Animal Law and Policy Program and The Resnick Center for Food Law and Policy at UCLA School of Law.

Please cross-post and share.

Conference registration is free, but space is limited, so preregistration is strongly recommended. Daily rate parking at UCLA is \$12, and food will be available on or off-campus for purchase.

PANELS

9:30-11:30 am **UNDERCOVER INVESTIGATIONS AND THE POSSIBILITY OF SOCIAL MOVEMENT COORDINATION AND COOPERATION**

This panel examines the role and utility of undercover investigations to different social movements whose missions are impacted by animal agribusiness practices. Is more impactful collaboration a possibility, since an undercover investigation can produce evidence of simultaneous unlawful harm to animals, humans, and the environment? Are historical trends and ways of thinking about undercover investigations the same in different movements or when used by activists compared to academics and/or journalists?



Brooke Kroeger, Professor and Director of NYU Journalism’s graduate Global and Joint Program Studies. Professor Kroeger is the author of five books, including *Nellie Bly: Daredevil, Reporter, Feminist*, *Undercover Reporting: The Truth about Deception* (2012) and most recently (2017), *The Suffragents: How Women Used Men to Get the Vote*. She also created the database, undercoverreporting.org, which NYU’s Elmer Holmes Bobst Library hosts. Her website is brookekroeger.com.



Timothy Pachirat, Associate Professor of Political Science, University of Massachusetts, Amherst. He is the author of *Every Twelve Seconds: Industrialized Slaughter and the Politics of Sight* (Yale University Press, 2013), an ethnography based on nearly six months of undercover research on the kill floor of an industrialized slaughterhouse that explores the compartmentalization of massive processes of violence in modern society. He is also author of *Among Wolves: Ethnography and the Immersive Study of Power* (Routledge, 2018), a seven-act play about the relationships between participant-observation fieldwork and power.



Steve Striffler, Director of the Labor Resource Center and Professor of Anthropology, University of Massachusetts, Boston. He has written two books on the politics of food. The first, *In the Shadows of State and Capital* (Duke UP), examined the banana industry in Ecuador, and was partially based on working on a banana plantation. The second, *Chicken: The Dangerous Transformation of America’s Favorite Food* (Yale UP), explored the poultry industry and was based in part on working undercover in two processing plants.

MODERATOR:



Cheryl Leahy, Program Coordinator for the UCLA Animal Law and Policy Program and the Initiative on Animals in Our Food System. Ms. Leahy is General Counsel, Compassion Over Killing. Since 2006, Cheryl has helmed COK’s Legal Advocacy Program, which targets large-scale abuse of farmed animals through undercover investigations, proactive litigation, policy, and other legal campaigns.

1:00-2:45 pm **LABELING TO REDUCE CONFUSION OR DECEPTION AND TO ADVANCE ANIMAL PROTECTION GOALS**

Panelists will discuss production method issues and consumer perceptions of labels, especially where consumers may be interested in methods of production beyond the physical nature of the product, such as whether consumers are confused by the use of terms such as milk on plant-based products, labeling plant-based meat to consumers in India, and the extent of lethal animal experimentation in the development of foods labeled “vegan” and “plant-based.”



Adam Feltz, Associate Professor of Psychology, University of Oklahoma, and **Silke Feltz**, Advanced PhD candidate in Rhetoric, Theory, and Culture, Michigan Technological University. Adam and Silke Feltz will present their recent empirical research findings about consumer knowledge regarding the sourcing and nutritional content of plant-based milk alternatives labeled as “milk.” Dr. Adam Feltz specializes in theoretical and applied science for ethical and informed decision making. Silke Feltz focuses on animal rights issues and the rhetoric of veganism.



Stephanie Downs, Chief Growth Officer, Hungry Planet and Co-Founder and Former CEO of Good Dot, India. In 1999, she founded MarKomm, a marketing firm that she oversaw for 15 years until selling it in 2014. In 2016, she co-founded and was CEO of Good Dot, the largest plant-based meat company in India. She has now joined Hungry Planet as the Chief Growth Officer to oversee growth of this rapidly expanding venture. Ms. Downs will discuss the labeling system in India, where laws dictate that products must be marked with a red or green dot to indicate whether it is veg or non-veg. She will also discuss other labeling issues and challenges related to Good Dot and Hungry Planet, such as marketing non-meat products intended to look and taste like meat.



Kathy Guillermo, Senior Vice President, Laboratory Investigations, People for the Ethical Treatment of Animals (PETA). Ms. Guillermo will be discussing corporate “self-determinations” of food ingredient safety. Her presentation is helpful for considering whether conducting animal research to comply with required food ingredient safety self-determinations means that the resulting product is not “vegan.” Ms. Guillermo’s many duties include heading up the organization’s work to end the use of animals in non-required testing. She advises corporate representatives about avoiding use of animal experimentation for self-determinations.

MODERATOR:



Taimie Bryant, Professor of Law, UCLA School of Law. Professor Bryant is the Director of the UCLA Animal Law and Policy Program. She also directs the UCLA Dog Adjudication Clinic, through which UCLA Law students serve as hearing examiners in dangerous dog and barking dog complaint proceedings.

3:00-4:45 pm PRIVATE AGREEMENTS WITH CORPORATIONS

This panel will cover the process and substance of using contract and negotiation tactics by advocacy groups to improve various agribusiness practices that affect workers and animals, and also to reduce animal products and include more vegan options.



Elizabeth Wagoner, Deputy General Counsel - Program Development, Coalition of Immokalee Workers (CIW). CIW is a non-profit human rights organization that has been internationally recognized for its achievements in the fields of corporate accountability, human trafficking, and gender-based violence at work. Ms. Wagoner’s work with CIW focuses on protecting workers’ human rights in corporate supply chains through expansion of the Worker-driven Social Responsibility model, the leading example of which is CIW’s Fair Food Program in U.S. agriculture. She will discuss the process and substance of the Fair Food Program as originally designed to help tomato laborers through negotiation with large corporate buyers, highlighting potential crossover with similar issues in the animal agribusiness context.



Sujatha Jahagirdar, Policy Specialist, Food and Agriculture Program, Natural Resources Defense Council (NRDC). By advocating for the reduction of climate-intensive foods such as red meat among large retailers including institutional food service companies, Sujatha Jahagirdar aims to reduce the global warming impacts of livestock production and promote more sustainable agriculture in order to protect our air, water, and soils.



Laura Cascada, Director of Corporate Outreach, Compassion Over Killing. Laura works to increase the availability of vegan options nationwide from major brands like Starbucks and Dunkin’ Donuts.

MODERATOR:



Stephen Lee, Professor of Law and Associate Dean for Faculty Research and Development, University of California Irvine. Professor Lee writes at the intersection of administrative law and immigration law. He is particularly interested in how enforcement realities constrain immigration law and policy across a variety of contexts and institutions, especially the workplace, the criminal justice system, and the food industry. As a moderator, he will ask the panelists to address the value and limitations of private contract-based approaches to improving conditions, including what reforms advocates ask for and how to enforce these agreements.