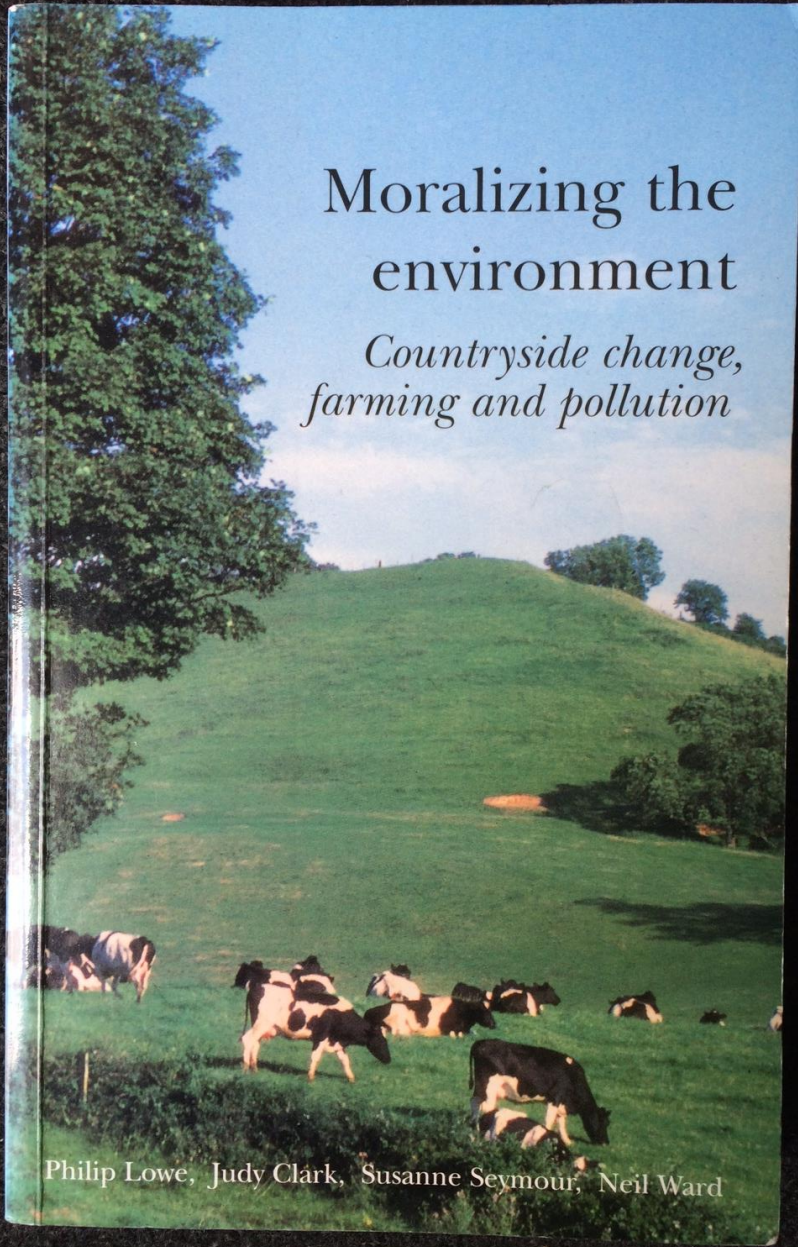


Changing notions of the responsible farmer

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University of Exeter



Moralizing the
environment

*Countryside change,
farming and pollution*

Philip Lowe, Judy Clark, Susanne Seymour, Neil Ward

Moralizing the Environment

Lowe, P. et al. (1997)

The Pollution of water courses with farm wastes

From “technical side effect of modern production” to “environmental crime”

A new ‘environmental morality’

New regulatory actors with a new ‘moral authority’

Traditional moral discourses of farming undone

“the eclipse of farming as a source of natural values by the new environmental morality”

(Lowe et al. 1997, 8)



Increased public sensitivities to environmental issues, coupled with a climate of opinion less sympathetic to farming, was leading to growing intolerance of the problems farmers faced. On this issue therefore, farmers' personal sense of worth ... faced social rejection, and inevitably this reinforced their feelings of isolation and alienation'

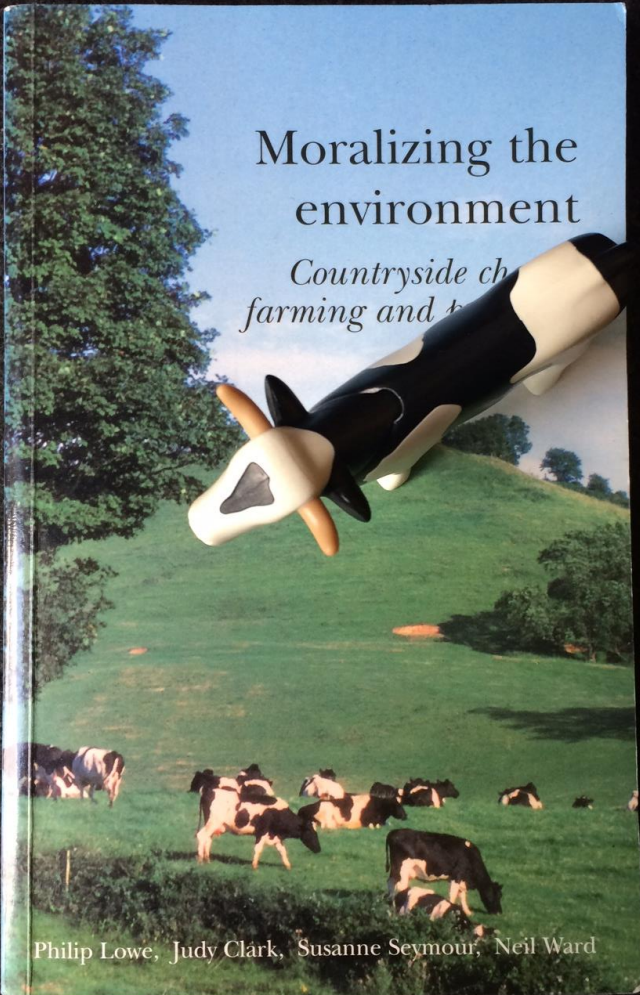
(Lowe et al. 1997, p. 202)

Farm Animal Welfare



Three questions

- Is animal welfare a new morality
- To what extent is this a challenge to the agricultural community and its 'traditional' practices : i.e. are we seeing a similar shift to that recorded in the book *Moralizing the Environment*
- What can we learn from studies like *Moralizing the Environment* and its account of the farmer/environment debate with respect to the new and emergent farmer/animal welfare debate.

The book cover features a photograph of a green, rolling landscape with a herd of black and white cows grazing in the foreground. A single cow is shown in mid-air, flying horizontally across the upper middle of the frame. The background includes a large tree on the left and a clear blue sky.

Moralizing the
environment

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1. Is animal welfare the new morality



- Standards and Expectations
- Awareness and transparency
- Market segmentation



2. To what extent is all of this a moral challenge to the agricultural community, its responsibilities and its 'traditional' practices : i.e. are we seeing a similar process to that recorded in *Moralizing the Environment*



Citizen Utilitarianism versus farmer Deontology



Shared lives and complex ethics



Variations



So what can we learn ?

