



Brighter Green

Equity. Sustainability. Rights.™

A Rush Toward Industrial Animal Agriculture? Cases, Consequences, Causes & New Commitments

Mia MacDonald

Executive Director, Brighter Green

macdonald@brightergreen.org

www.brightergreen.org

Africa Animal Welfare Conference, Addis Ababa

September 2, 2019



Brighter Green

Equity. Sustainability. Rights.™

Brighter Green is a public policy action tank that raises awareness of and encourages policy action on issues that span the environment, animals, and sustainability.

Based in New York City, Brighter Green works in the U.S. and internationally with a focus on the countries of the global South and a strong commitment to ensuring and expanding equity and rights.

WHY WORK ON FACTORY FARMING?

- Climate change and natural resource use
- Food security and hunger
- Power and control over food system
- Animal welfare and rights
- Species and biodiversity loss
- Livelihoods
- Public health
- Equity
- Sustainability

Brighter Green

VEG OR NON-VEG?

INDIA AT THE CROSSROADS

INDIA



Brighter Green

应对之术
中国农业规模化带来的挑战

中国





Brighter Green

CATTLE,
SOYANIZATION,
AND CLIMATE CHANGE

BRAZIL'S AGRICULTURAL REVOLUTION

BRAZIL


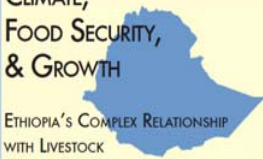


Brighter Green

CLIMATE,
FOOD SECURITY,
& GROWTH

ETHIOPIA'S COMPLEX RELATIONSHIP
WITH LIVESTOCK

ETHIOPIA



ipcc

INTERGOVERNMENTAL PANEL ON climate change

Global Warming of 1.5°C

An IPCC Special Report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty

Summary for Policymakers



WG I WG II WG

ipbes



The Global Assessment
Report on Biodiversity and
Ecosystem Services

WG I WG II WG III



WMO UNEP

ipcc

INTERGOVERNMENTAL PANEL ON climate change

Climate Change and Land

An IPCC Special Report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems

Summary for Policymakers



DRIVERS OF FACTORY FARMING IN AFRICA

- International agribusiness seeking new markets – African populations and economies growing and urbanizing
- Western model of eating globalized, heavily marketed (e.g., meat, dairy, sugar, processed; fast food)
- Development policies, too: sales pitch: industrial = efficient; technical cooperation

DRIVERS OF FACTORY FARMING IN AFRICA



- African governments seeking export markets
- Economic elites see a "good" business
- Global brands like KFC, McDonald's want consistent supply chains





KFC Ethiopia
@kfcethiopia

Home

About

Photos

Events

Posts

Community



Like Follow Share ...



Write a post...

Photo/Video

Tag Friends

Check in

...

Photos



Ethiopia: KFC to open outlets in Addis Ababa

ADDIS ABABA (HAN) October 31, 2015 – Public Diplomacy and Regional food Security Initiatives News. By Kaleyesus Bekele. The global fast food chain, Kentucky Fried Chicken (KFC), is going to open fast food restaurants in Addis Ababa next year, it was learnt.

A source close to the company told The Reporter that KFC is under preparation to open unspecified number of restaurants in Addis Ababa in 2016. The source said executives of KFC are holding talks to local suppliers in Ethiopia. "They are very serious about Ethiopian market," he said. If everything goes well KFC will be the first global food chain to enter the Ethiopian market.

FACTORY FARMING: LAYING HENS, EGGS



Photograph: Jo-Anne McArthur/We Animals

FACTORY FARMING: PIGS FOR PORK



Photo courtesy of Farm Sanctuary

FACTORY FARMING: COWS FOR BEEF



Photo courtesy of Farm Sanctuary

FACTORY FARMING: CALVES FOR DAIRY

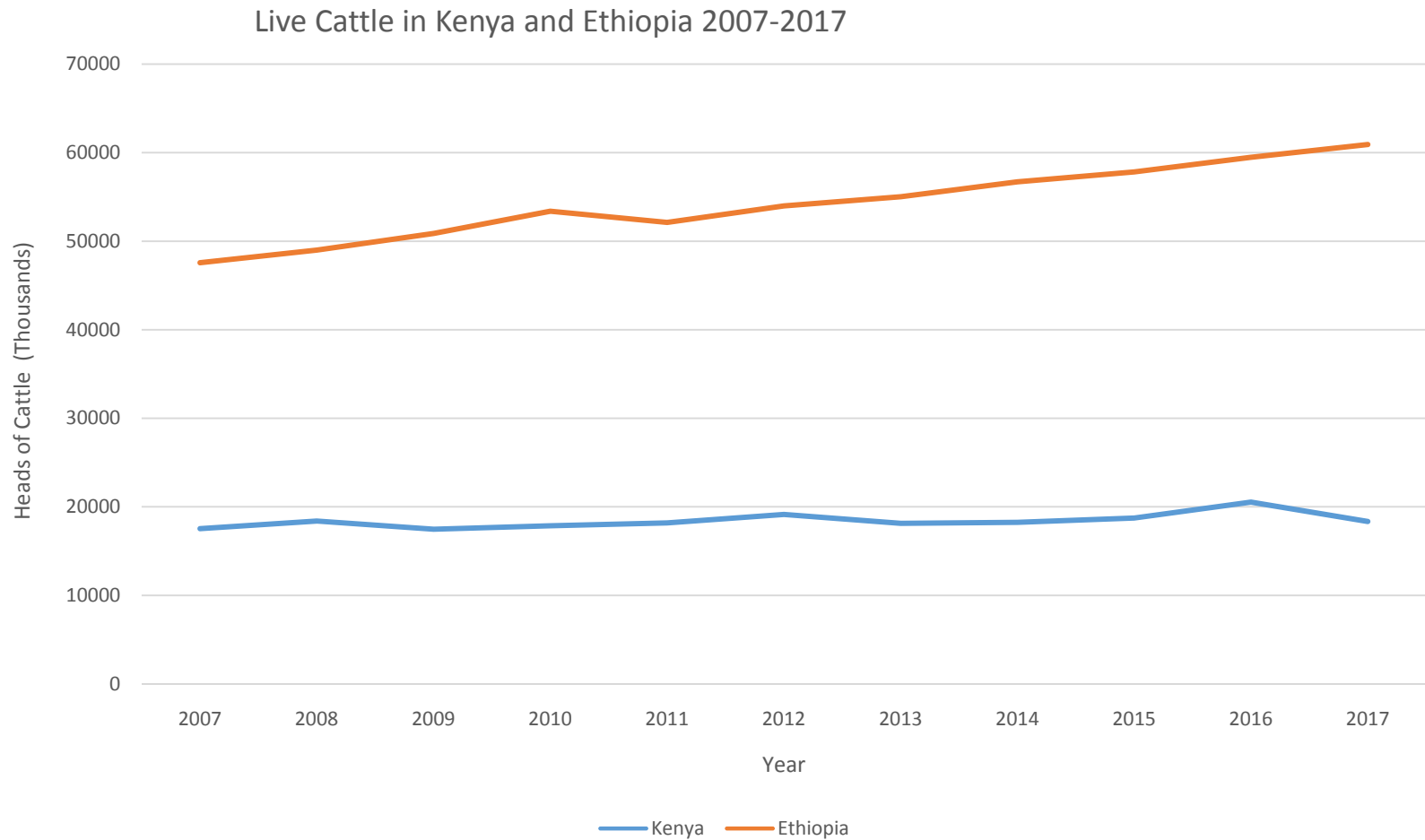


Photograph: Tania Garnica/Greenpeace for The Guardian

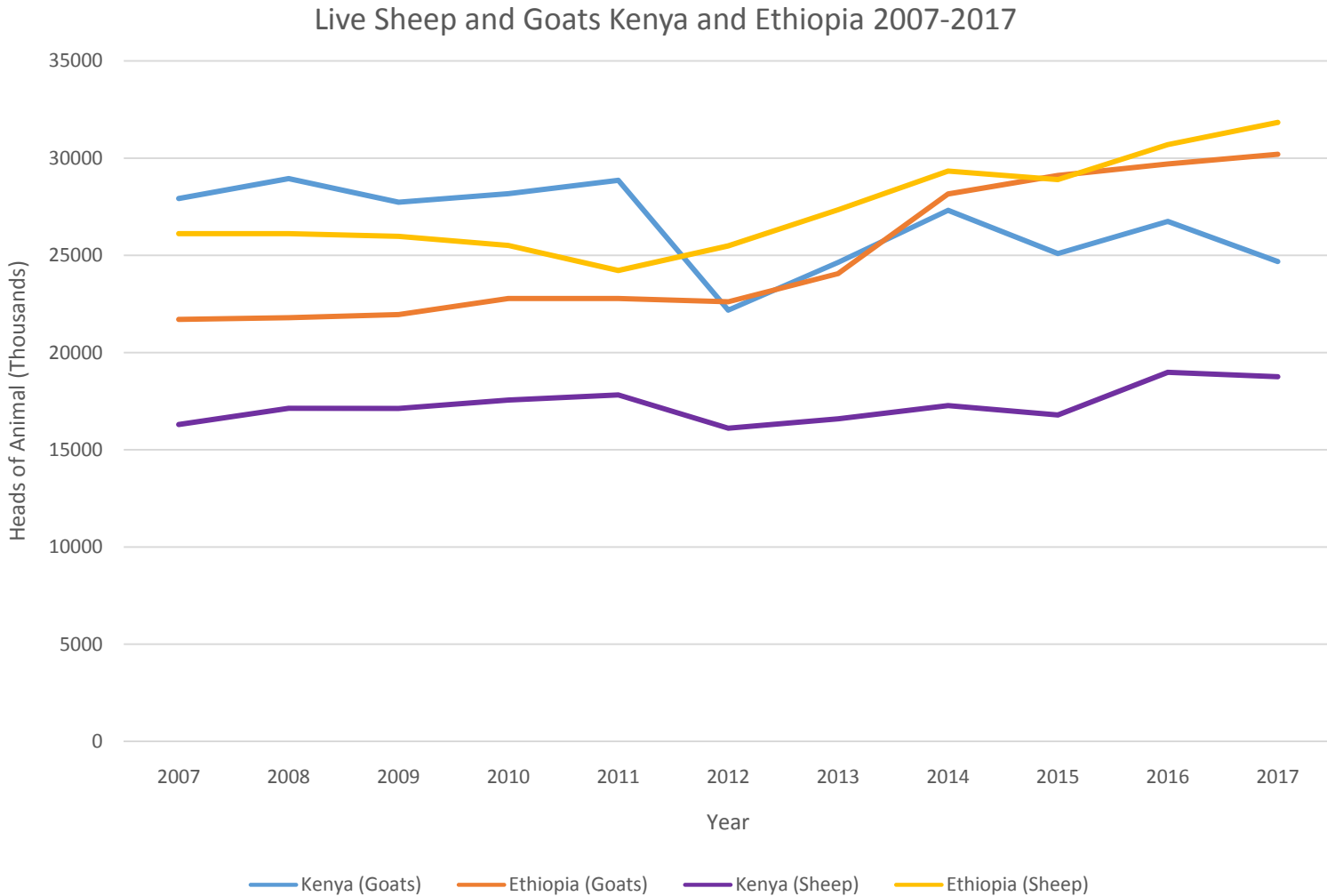




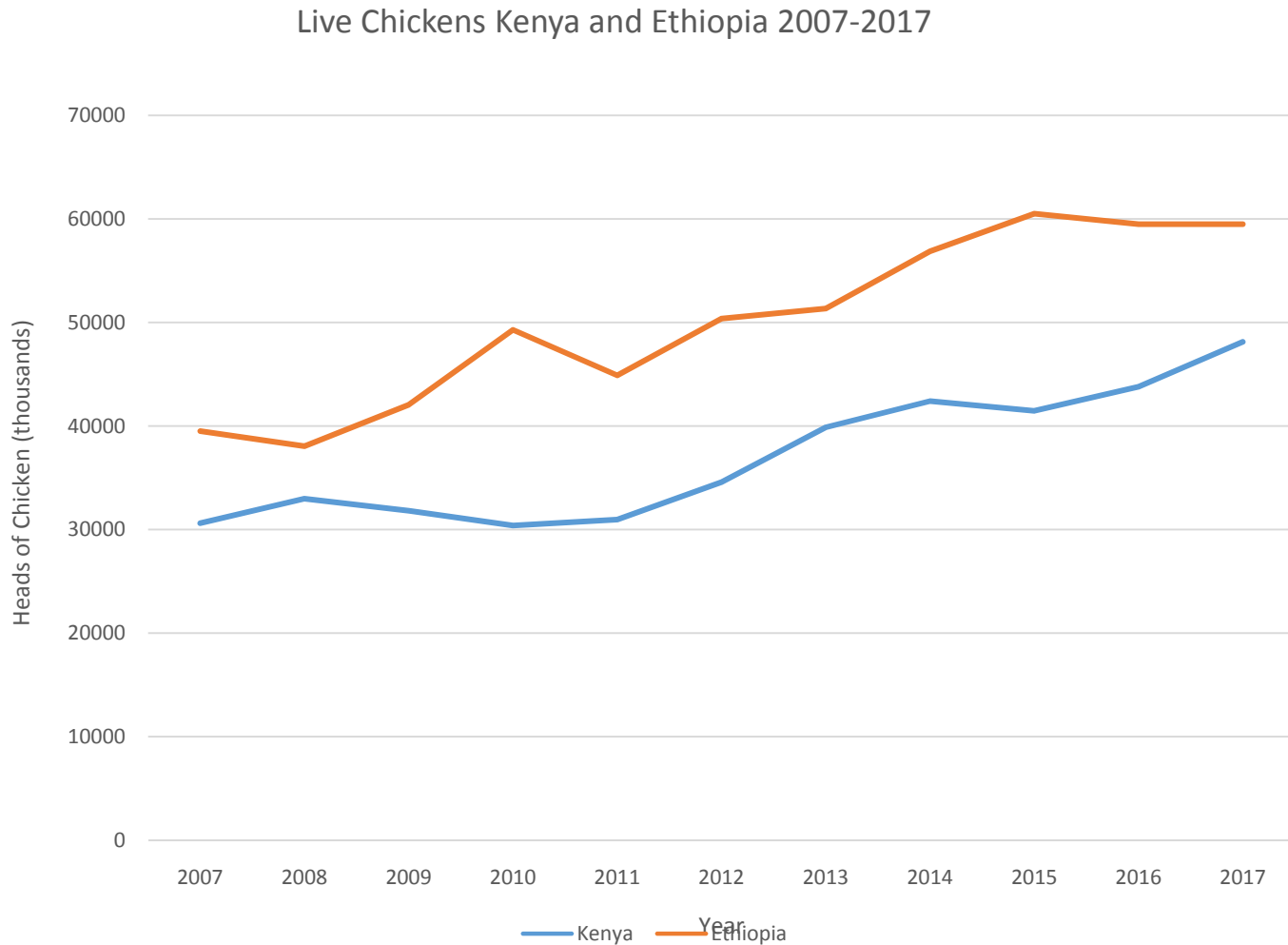
LIVE CATTLE ETHIOPIA AND KENYA 2007-2017



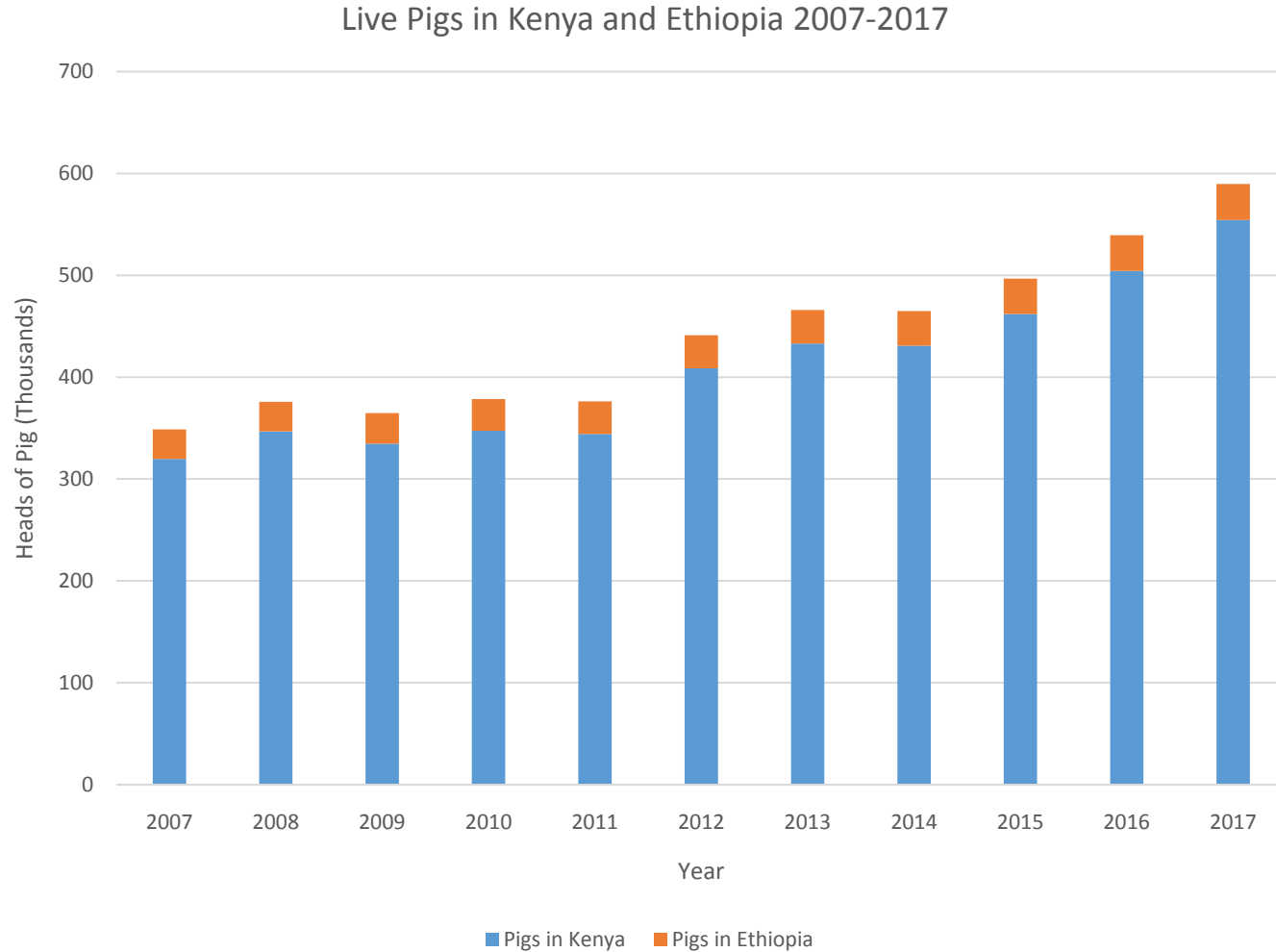
LIVE SHEEP AND GOATS ETHIOPIA AND KENYA 2007-2017



LIVE CHICKENS IN ETHIOPIA AND KENYA 2007-2017

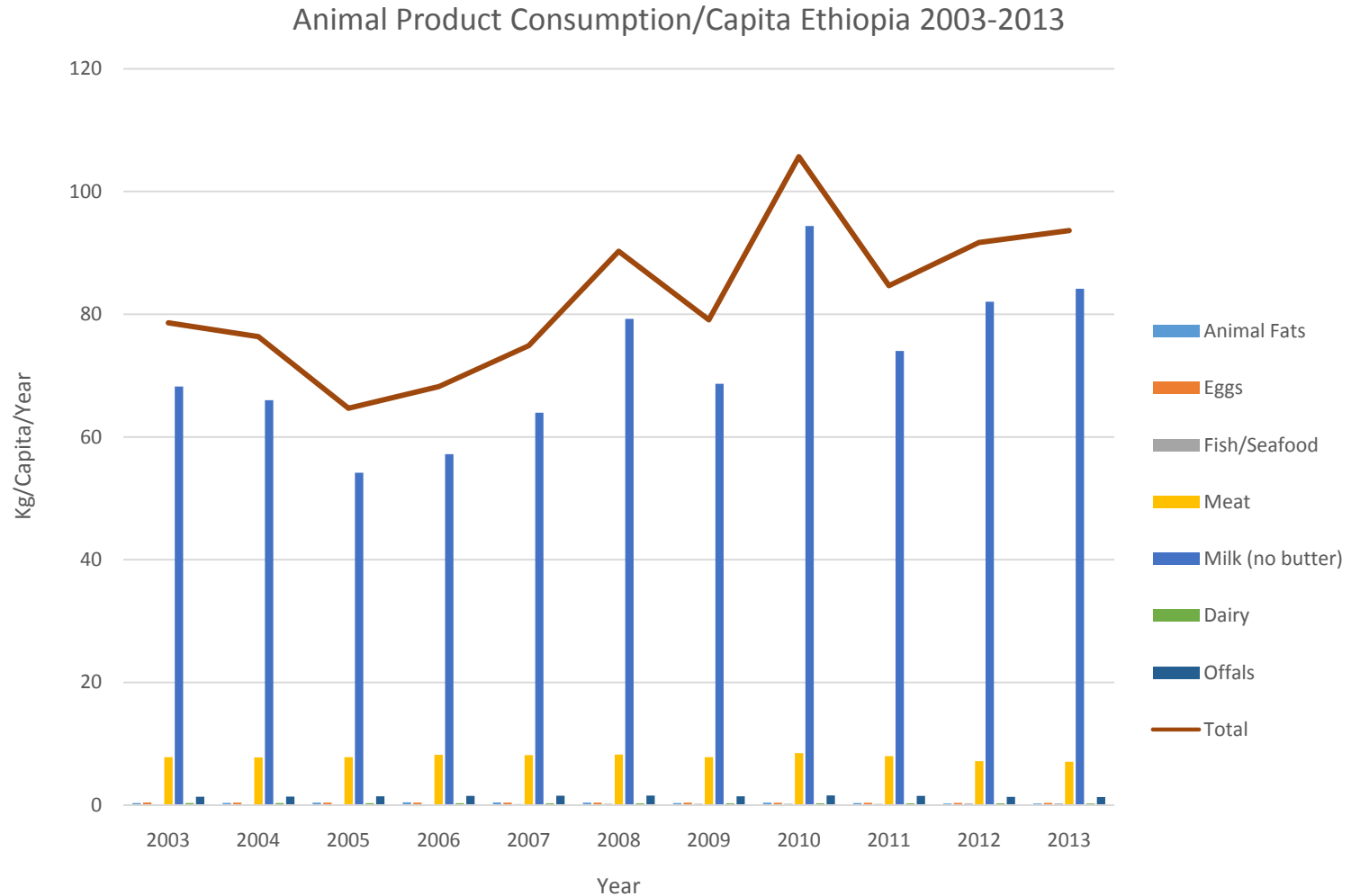


LIVE PIGS IN ETHIOPIA AND KENYA 2007-2017



ANIMAL PRODUCTS CONSUMED

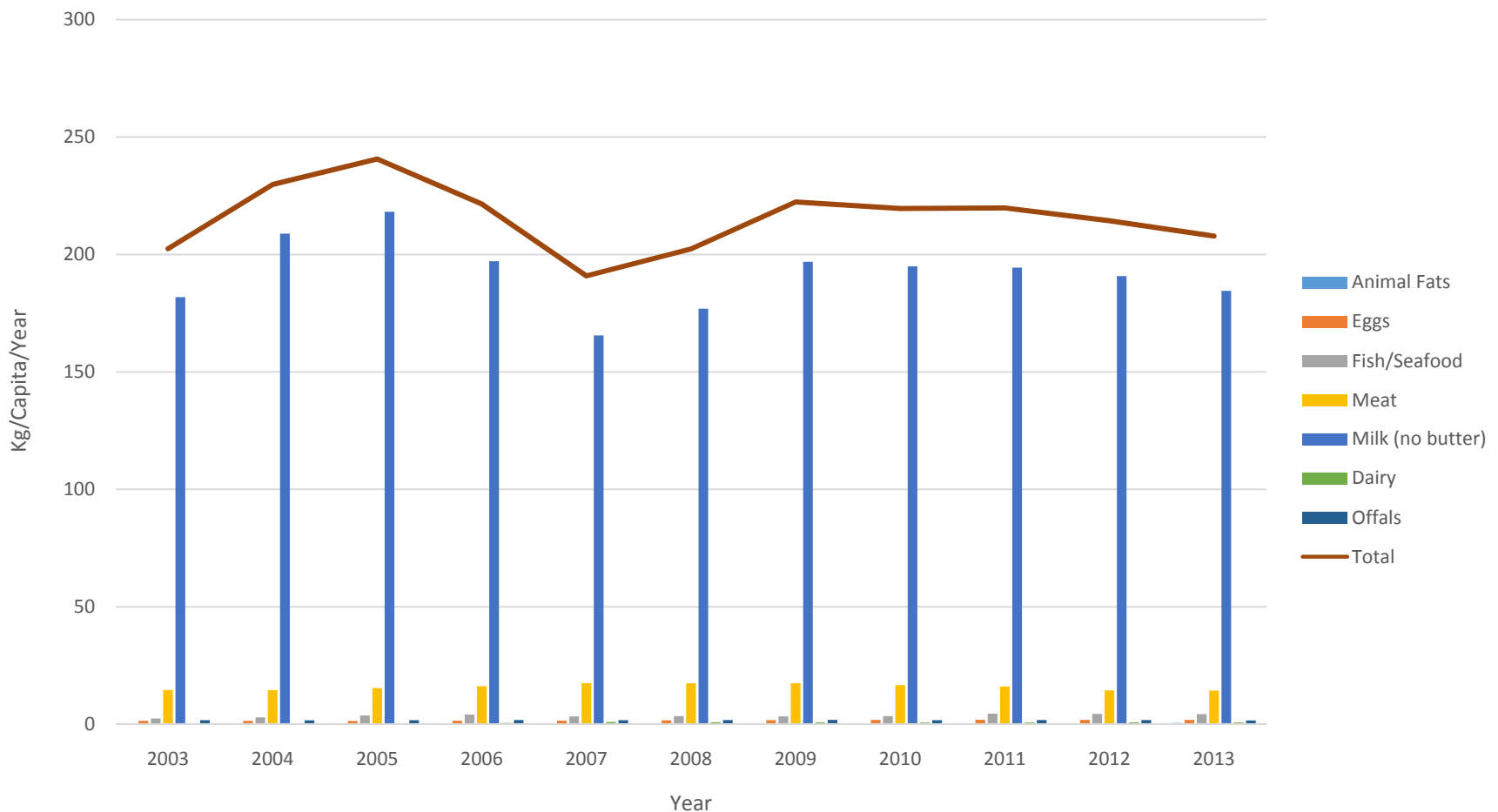
ETHIOPIA 2003-2013



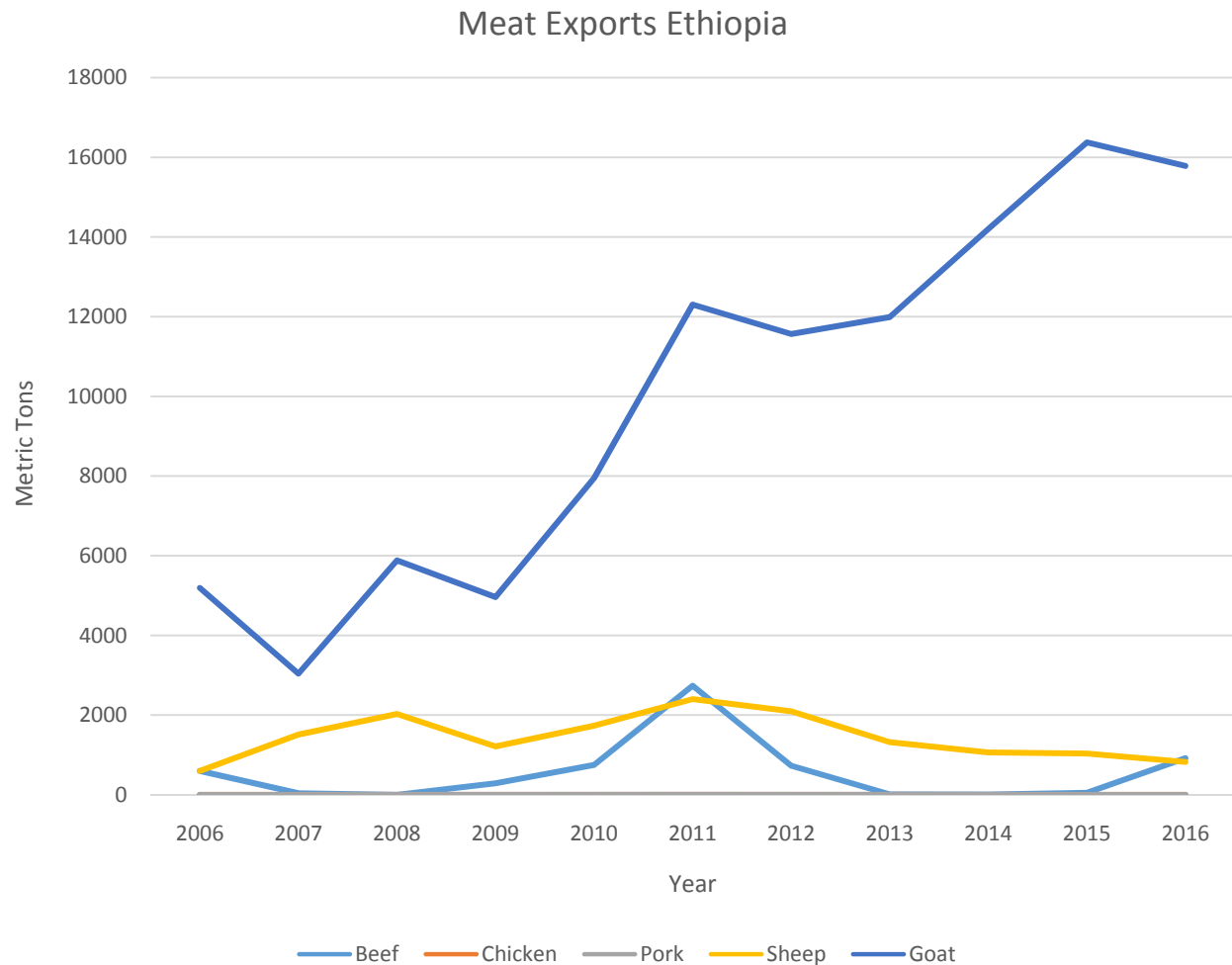
ANIMAL PRODUCTS CONSUMED

KENYA 2003-2013

Animal Product Consumption per Capita/Year Kenya 2003-2013



ETHIOPIAN MEAT EXPORTS 2006-2016



BOTTLENECKS TO SUSTAINABILITY

- Policy maker and public awareness is low; impacts mostly hidden
- Factory farming systems being marketed and sold with little/no regulation, training
- Incentives (government, development cooperation) are pro factory farming or neutral
- Not yet a mainstream issue for climate, biodiversity or forest protection advocates or even most groups working on animal welfare

BOTTLENECKS TO SUSTAINABILITY



- Narrative of the “necessity” of large-scale animal agriculture hasn’t been contested
- Even small scale farmers (as shown in Kenya photos) are participating
- Corporate power is strong; policy lagging in most countries

OPPORTUNITIES FOR POSITIVE CHANGE

- It's getting much harder to ignore:
 - The science and impacts for all species, as in UN 1.5C, biodiversity and land reports...plus SDGs
 - Food security and public health consequences
 - Ugly reality of factory farming – when seen
 - Climate change will require (and cause) massive changes

- Public discourse shifting globally: generational change with fewer boundaries in analysis and advocacy

- More awareness across issues, e.g., of forest and species loss from animal ag.; e.g., Amazon fires

AGENDA FOR ACTION



- Engage with policy-makers:
demystify, illuminate, recommend
- Give more attention to corporate accountability
- Build alliances across issues: climate & food systems
- Reclaim food cultures, respect for non-human world

AGENDA FOR ACTION



- Challenge the narrative of “inevitability”
- Support alternative systems – but small scale doesn’t necessarily mean higher animal welfare
- **Huge need: few if any comprehensive efforts now underway to challenge factory farming in Africa**

WANGARI MAATHAI (1940-2011)

“Those of us who understand, who feel strongly, must not tire. We must not give up. We must persist.”

I always say that the burden is on those who know. Those who don't know are at peace. It's those of us who know who get disturbed and are forced to take action.”



WANT TO LEARN MORE?: PLEASE JOIN US

- Dialogue & Dinner: Alternatives to Unsustainable Livestock Production, **this evening, 7-9:30 p.m. at Kaleb Hotel**, hosted by Global Forest Coalition & Brighter Green
- Book launch for *Africa and her Animals: Philosophical and Practical Perspectives*, **Tuesday, September 3, 5:30-7 p.m.**
- **Thank you.**



Brighter Green
Equity. Sustainability. Rights.™



BrighterGreen

brightergreen.org



BrighterGreenNY

wfdinner.org



BrighterGreenNY

veganamericaproject.org



BrighterGreen