PART I PRINCIPLES

1 Fundamentals of ethics: the use of virtues 3
   Edmund G. Seebauer

2 Lessons from medical ethics 21
   Thomas A. Nairn

3 Ethical principles and the ethical matrix 39
   Ben Mepham

4 An East Asian perspective on food ethics: implications for childhood obesity in mainland China 57
   Vinh Sum Chau

PART II ISSUES IN FOOD INDUSTRY ETHICS

5 Ethics in business 77
   Timothy F. Bednarz

6 Ethics in publishing/reporting food science and technology research 93
   Daryl Lund

7 Humane treatment of livestock 101
   Temple Grandin

8 Sustainable food production and consumption 117
   Jeanette Longfield

9 Good or bad foods? Responsible health and nutrition claims in Europe 135
   Sue Davies

10 Worker exploitation in food production and service 153
   Charlie Clutterbuck

PART III EXAMPLES AND CASE STUDIES

11 Ethical practices in the workplace 173
   J. Peter Clark

12 Ethical thinking and practice 189
   Louis B. Clark

13 The fair trade movement 203
   Richard Norman

14 A serious case: the Peanut Corporation of America 221
   Mark F. Clark

15 Ethical aspects of nanotechnology in the area of food and food manufacturing 239
   Herbert J. Buckenhuskes

16 Food commodity speculation – an ethical perspective 247
   Chris Sutton
PART IV CONCLUSION

17 Reflections on food ethics 265
Christophor Ritson

Index 277