Livestock for Food

Animal Welfare in the Food Industry

Purpose: To examine the information in regards to animal rights and welfare put out by the consumer food industry.

Media to be examined:

Chipotle’s “Scarecrow” video

Blogs and responses to said video

Step 1: Identify the issues in the video portrayed as negative aspects of food production

Step 2: Select one of the above aspects to direct your analysis on. All aspects must be covered, if there are more students than aspects, students may work in groups of two or three if necessary for research

Step 3: Research your topic. The first source you must use is the FDA. This is because they are the federal department that regulates how food may or may not be produced, and are therefore a firsthand source. Other firsthand sources include the CDC, and the USDA. You may find information from additional sources, however, you must also perform additional research to establish the credibility of these sources.

Step 4: Create a hypothesis as to why your aspect was portrayed as it was, and if it is truly an accurate representation.

Step 6: Create a blog post about your findings This step must be completed individually.

My Aspect:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My Blog URL:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Due Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_