

Etičnost v prehranski produkcijski verigi

Andrej Raspor

Fakulteta za uporabne družbene študije, Gregorčičeva ulica 19, 5000 Nova Gorica, Slovenija

Izvleček

Namen prispevka je prikazati različne vidike etičnosti v prehranski produkcijski verigi. Pri tem smo si zastavili naslednje raziskovalno vprašanje: Kakšni so izzivi etičnosti v prehranski produkcijski verigi in kaj lahko za njihovo izboljšanje postorijo, odločevalci, pridelovalci, predelovalci in potrošniki. S pomočjo deskriptivne analize teoretičnih virov in javno drugih virov smo zbrali in analizirali nepošteno prakse, pri pridelavi, predelavi, logistiki, izkoriščanje pridelovalcev, zaposlenih, in zavajanje potrošnikov. V okviru obravnave etike smo obravnavali poslovno etiko, etičnost menedžmenta in etiko v prehransko produkcijski verigi. Ugotovljeno je bilo, da so nepošteno prakse prisotne in da se različni akterji različno spopadajo z njimi. Zaznane so bile naslednje nepravilnosti: oglaševanje in zavajanje potrošnikov, uničevanje okolja, na področju pridelave, oskrbe in predelave, zaradi česar potrošniki dobijo nezdravo hrano. Precej je nepoštenih praks tudi z vidika izkoriščanja zaposlenih, migrantov in otrok. Globalizacija in robotizacija pa narekuje, da bo tudi temu segmentu potrebno dati posebno pozornost. Vsekakor bo potrebno doseči nek nadnacionalni dogovor in potrošnike osveščati o odmikih da bi ti znali prepoznati in razločevati med tem kaj je prav in kaj ni prav.

Ključne besede: hrana, etičnost, plačilo pridelovalcev, plačilo zaposlenih

Ethics in the food production chain

Andrej Raspor

Fakulteta za uporabne družbene študije, Gregorčičeva ulica 19, 5000 Nova Gorica, Slovenija

Abstract

The purpose of this paper is to show different aspects of ethics in the food production chain. In doing so, we posed the following research question: What are the challenges of ethics in the food production chain and what can decision makers, growers, processors and consumers do to improve them. Through descriptive analysis of theoretical sources and publicly other sources, we collected and analyzed unfair practices in production, processing, logistics, exploitation of growers, employees, and misleading consumers. As part of the discussion of ethics, we discussed business ethics, management ethics and ethics in the food production chain. It has been found that unfair practices are present and that different actors deal with them differently. The following irregularities were detected: advertising and misleading consumers, environmental destruction, production, supply and processing, resulting in unhealthy food for consumers. There are also many unfair practices in terms of exploitation of employees, migrants and children. However, globalization and robotization dictate that this segment will also need special attention. It will definitely be necessary to reach a supranational agreement and make consumers aware of the deviations so that they can recognize and distinguish between what is right and what is wrong.

Key words: food, ethics, payment of producers, payment of employees

Hrana, prehrana, zdravje:

Gojimo, hranimo, ohranjamo. Skupaj

P. Raspor (ur.)

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