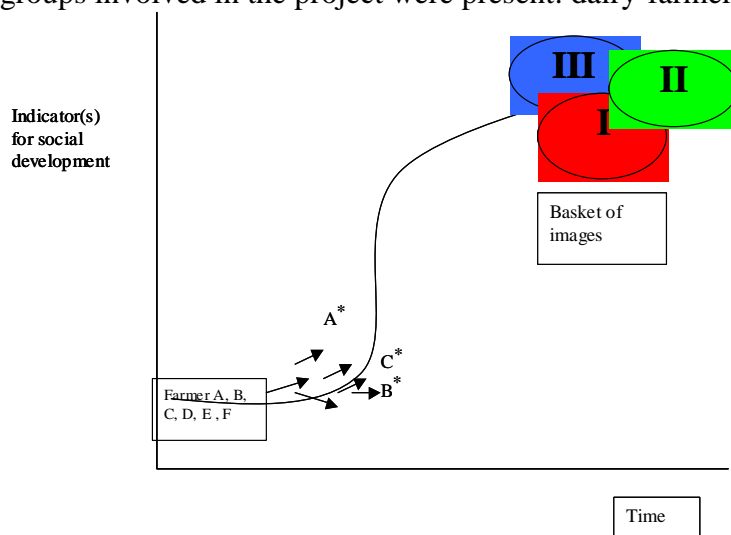


“Filling the basket”

workshop Animal in Balance September 7th 2004

Within the project Animal in Balance the following model is used as a guideline (see also “process of the project”). Two phases are distinguished: long term images and short-term actions. This workshop aimed at filling the basket of images at the mere end of the transition curve. These images are not predictions, but images how dairy-farms could look like in lets say 15 years. In this workshop representatives of all groups involved in the project were present: dairy-farmers, industry, research.



This workshop took place at the Emmen Zoo. Why? because a Zoo has a lot of similarities with life stock keeping. There is the keeping and housing of the animals, matters of animal welfare and the struggle in finding a balance between people, planet en profit.

First of all we had an interesting presentation by Wybren Landman, he works as a biologist at the Emmen Zoo. The mission of the zoo is: Create respect for nature. This mission results in the strategy to focus on less species and show them in their natural environment. Income comes from visitors (entrance fee, food, souvenirs), there is no funding with public money. Education is an important aspect for the Zoo, so a lot of information is available for visitors. Respect for the animals is a starting point, so there are no bars, no cages, and animals are kept as natural as possible. They also pay attention to the environment where the animal lives. They try as much as possible to use the plants that belong to the place where the animals run wild. The Zoo has strict environmental goals, they want to be the most environmentally sound zoo in the world. Example is the “waterfactory” where all water is recycled. European zoos cooperate within EAZA. EAZE owns all the animals from all the participating zoos, so there is no trade in animals. ‘The sky is the limit’ is the most important starting points when the zoo is making new plans for the future. In this way the first plans are very abstract. Than they slowly go down and the plans become more specific. Another important starting point is to do things different than others. In that way the zoo in Emmen will always be attractive to visit.

In the discussion the participants addressed the following themes:

- At what level of natural behaviour is Emmen Zoo aiming for? As natural as possible, but no feeding of living animals to predators (goat as meal for a tiger), for sake of the goat.
- Why the environmental goals? This fits with the mission statement, it has been a problem, and it can create a difference if you compare Emmen Zoo with other Zoo's (free publicity).
- Organisation of Emmen Zoo? There is a foundation.
- How do you communicate with your neighbours? There is direct communication with the neighbours. The zoo is used as a park by lot of people from Emmen (season ticket is relatively cheap).

After this we went to work on filling the basket. Three perspectives have been more concretised for dairy farming; these are based on three business ethic perspectives introduced by Jan Willem van der Schans (LEI – WUR). These perspectives are:

1. Utility
2. Duties and rights
3. Virtues

The process we choose to follow was that for all three perspectives first there has been a small theoretical introduction. Secondly we made pictures in the Zoo that fitted with the theoretical description of the perspective. Finally we translated the perspective in demands and wishes for the system and in the end translate to dairy-farm system.

Ad 1. Utility: The greatest good for the greatest number

This perspective is derived from the school of utilitarianism. In this perspective actions are evaluated in terms of the benefits and costs that can be attributed to them. It is very close to economics today, but originally not just economical but also other aspects. In this perspective the most difficult thing to do is to establish what are costs and benefits.



The title of the collage made was “The greatest good for the greatest number”
 The core business of the zoo is keeping animals to make money. Other aspects are there only to support the core business: pleasure, food and children's entertainment.

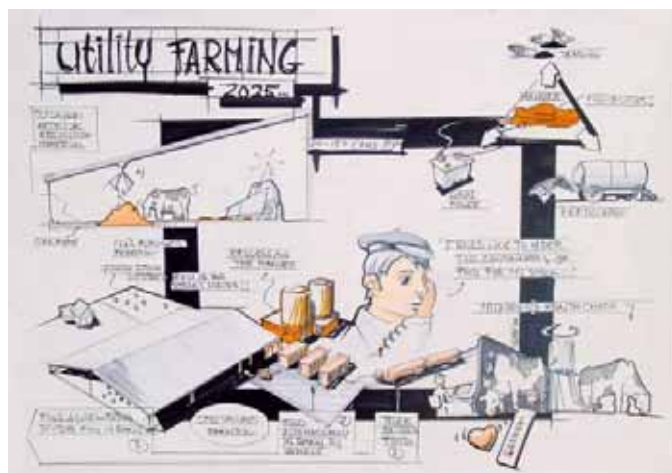
Education was also considered to be supporting to the core-business: a smart marketing instrument. It makes parents come to the zoo with their children.

If translated to dairy farming, demands and wishes coming from the collage assignment are:

- Focus on core business
- Be transparent
- Listen to your consumers

This lead to the following utility farming system:

- Size; 120 – 150 cows per man.
- Open stall, only a roof.
- No land, all the manure goes to arable farming and all the feed will be bought in (all over the world).
- Manure handling process with production of energy.
- 100 % automatic feeding.
- Use of all kind of sensors that help to manage the cows.
- Stall has special areas for lying and walking made of a soft material that can be recycled.



Ad 2. Duties and rights: Don't do to others what you would not like done to yourself

This perspective is derived from the deontology school. According to this school all persons have certain non-negotiable obligations and rights. There should be a balance between rights of animals (five freedom of animals) and rights of humans (universal declaration of human rights). The moral context of actions however is not exclusively determined by its consequences; this is one of the difficulties of this perspective.



Regulations

The title of the collage made could be “Animal & human”. The discussion dealt with the right animals have in the zoo, to create different continents, come animals where in the zoo for a breeding program because they were threatened with extinction (fits with rights perspectives), others where in the zoo to attract visitors (fits with utility perspective). Are there borders to imprison or to protect?

If translated to dairy farming, demands and wishes coming from the collage assignment are:

Rights for animals:

- The 5 rights of animals in general.
- The rights of cows to be milked
- The rights for cows to be protected and restricted (for having social animal life)

Rights for humans

- On new products (consumers)
- Of the society
- In the EU

This balance can be organized:

- This can be done by excellent communication.
- Giving each other trust.



Ad 3. Virtue: That what makes a person stand out to excel

This perspective is derived from the virtues ethics. The core of this perspective is that if you have a talent, you should not waste it. It's in our nature to try to excel. So this perspective deals with practises, direct interaction between producer and consumer and direct experiences. People and animals have several roles within this perspective. Animals are considered a member of the community.



The title of the collage made was “Interaction animal\people”. Discussion was partly on the strategy of the zoo. According to this group the zoo seemed to excel at certain points\places, but seemed to do quite bad in the same field in different places (e.g. the environmental field). The information available was not fitting with the demands of the visitors. Maybe there should be different layers of information available, more flexible. So is there a zoo in a park or a park in a zoo? And to what extend is the Zoo a part of the town\local community?

If translated to dairy farming, demands and wishes coming from the collage assignment are:

Demands

- Diversification -> distinguish yourself
- Show your production process
- Reach minimum (standard level) of your country (national)
- Describe the big potentials
- Communicate with your surroundings
 - Invite schools
 - Birthday party's

Requirements

- Flexibility of the buildings
- Fit into the region
- Interactive education (active or passive)
- Self control
- Entrepreneur spirit
- No secrets
- Do as you say
- Interest for traditions
 - Breeds
 - Buildings
 - Crops

Wishes

- Fun
- Variation in work
- Social contact with ‘neighbors’
- Looking for opportunities
- Natural energy
- Social contacts

- Self supporting

