

### Case Study Part 2 – “Profit”

#### 2.8 We are Called to be Different

As people called by God and chosen to run His business, our motives, approach, priorities, focus, and integrity must differ from those of the world, which is primarily driven by profit alone. We are set apart and have a higher calling to honour and glorify the One and Only, who embodies grace and truth: the great I AM.

**Matthew 7:12** “So in everything, do to others what you would have them do to you, for this sums up the Law and the Prophets.” (NIV)

**Romans 12:2** “Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is—his good, pleasing and perfect will.” (NIV)

**Colossians 3:23** “Whatever you do, work at it with all your heart, as working for the Lord, not for human masters.” (NIV)

**Mark 8:36** “What good is it for someone to gain the whole world, yet forfeit their soul?” (NIV)

Let us examine the ways in which our business ought not to be conducted. Today, we learn that our business should not inflict pain and misery.

#### **Avoiding the Infliction of Pain and Misery:**

What measures can Christian business owners take to ensure that their business practices do not inflict pain and misery on any aspect of creation, including animals?

**Proverbs 12:10** “The righteous care for the needs of their animals, but the kindest acts of the wicked are cruel.” (NIV)

**Psalms 145:9** “The Lord is good to all; he has compassion on all he has made.” (NIV)

### Case Study: Example of a “1P” business - Animal cruelty

White striping disease affects 99% of supermarket chickens in the U.S. A decade ago, the poultry muscle disease known as white striping was nearly unheard of. However, a recent study by the Humane League reveals that this fat-boosting ailment is now present in 99% of store-brand chickens across the United States.

The animal welfare non-profit organisation conducted investigation in 29 states and discovered that the condition was found in virtually all grocery-store-brand chickens sampled. The Humane League attributes the illness to the extreme conditions of factory farming, which turbocharges or accelerates the growth process to just a few weeks and imposes undue excessive physical stress on the animals.

The name of the disease comes from its visible side effect: thin white stripes that appear on the surface of the meat. With chickens unable to bear the weight of their own bodies, the disease causes the birds to replace some of their muscle tissue with fat.

### Fattened Up

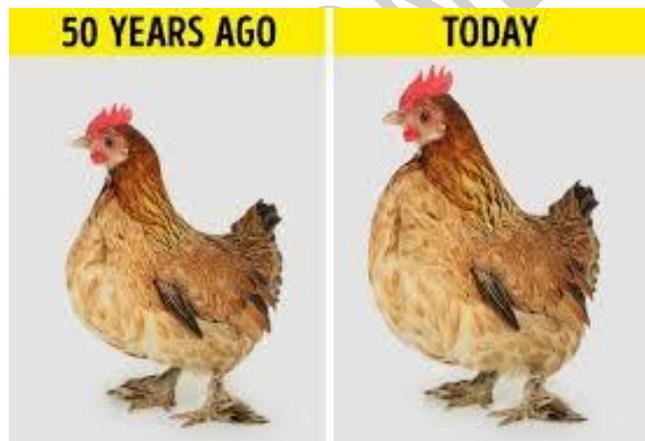
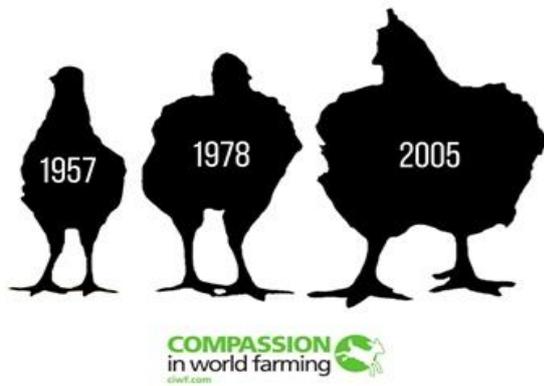
Factory farming is driving up the weight of chickens



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See the problem?



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As a result, chickens exhibiting white striping have been found to contain fat levels that are 224% higher than those without this condition. Additionally, the protein content of the affected meat is reduced by 9%. Nevertheless, the flavour of the affected meat does not taste any different from that of normal chicken, as reported by Bloomberg on 20 September 2021.

In recent years, there has been growing interest in more humane practices for chicken breeding, prompted by problems arising from commercial broilers. The chickens that dominate global consumption are bred for rapid growth and prodigiously converting feed into protein, which has made meat more affordable and accessible to more people. However, this high productivity comes with significant trade-offs.

A two-year study commissioned by GAP, with preliminary findings shared with Bloomberg, revealed that the world's most ubiquitous chickens suffer from poor welfare due to their genetic makeup. The birds tend to remain sedentary for much of their lives, experience more foot injuries, and exhibit issues such as white strips of fat and tough, woody muscle textures. Their rapid growth often outpaces the development of their organs, resulting in small, underdeveloped lungs.

As consumer awareness of animal welfare increases, many are willing to pay a premium for food with ethical claims. However, because the costs of producing slow-growing birds are substantially higher than industrially raised chickens, breed changes on a large scale could lead to more expensive meat across the board. Currently, chicken from alternative breeds can cost \$10 per pound for boneless breasts compared with about \$3 for mass-market birds. Whether consumers will accept pricier meat remains to be seen.  
(Bloomberg 22 Nov 2021)

### Discussion

How then can we, as Christian business owners, be different?

1. In response to the call to be different, in what ways can we be different? How can we distinguish ourselves from the profit-driven business model of the world?
2. What practical steps can Christian business owners take to ensure that their businesses are set apart and aligned with a higher calling?



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3. One distinguishing feature of a BAM (Business as Mission) business is that it is missional. In what ways can a business be missional?

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