

91598R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Level 3 Social Studies 2022

91598 Demonstrate understanding of how ideologies shape society

Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91598.

Check that this booklet has pages 2–11 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

THE FUTURE OF FOOD

Examples of ideologies

Veganism	The idea of a philosophy and way of living which seeks to exclude – as far as is possible and practicable – all forms of exploitation of, and cruelty to, animals for food, clothing, or any other purpose; and by extension, promoting the development and use of animal-free alternatives for the benefit of animals, humans, and the environment.
Environmentalism	The idea of improving and protecting the quality of the natural environment through changes to environmentally harmful human activities; through the adoption of forms of economic, ethical, political, and social organisation / movements.
Capitalism	The idea of an economic system in which private individuals or businesses own capital goods. The production of goods and services is based on supply and demand in the general market (known as a market economy), rather than through central planning (known as a planned economy or command economy).
Social responsibility	The idea of businesses / organisations, in addition to maximising value for stakeholders, being obliged to act in a manner that benefits society.

Social processes

Social processes are the means by which culture and social organisation change, or are preserved. For example, social processes are evident in the following:

- legislative and political reform
- changes in cultural and behavioural norms
- shifts in business practice
- evolving community practices
- demographic change.

INTRODUCTION: A sustainable food future

“We must transform our food systems to achieve healthy people and a healthy planet.”

World Wildlife Fund (WWF)

The world's growing population will necessitate a 30–70% increase in food production over the next three decades. At the same time, the huge quantities of food needed must be produced in such a way that protects the environment and is resistant to climate change.

The problems are clear. We all need to eat, but our current food systems are putting an impossible strain on the planet. We must make radical changes. By improving production efficiency and restoring and reusing farmland, we can keep forests standing and reduce the impact on rivers and oceans – helping to restore wildlife populations and protect the livelihoods of many millions of people. By changing our consumption patterns and providing access to nutritious food for all, we tackle all forms of malnutrition. By tackling food loss and waste, we can ensure that every calorie counts, making a real difference to climate change and protecting life on our planet.

CREATING A SUSTAINABLE FOOD FUTURE BY 2050

How do we feed
10 billion people ...

... without using
more land ...

... while lowering
emissions?

RESOURCE A: New technologies transforming global food production

As concerns about the environment and sustainability mount, discussions about how – and where – we grow our food have become increasingly pressing.



“There is no doubt that this will require the support of, and large investments from, politicians, so that technologies and know-how are available in as many countries as possible. At the same time, there is a need to test and adapt these technologies in order for them to be used across the food chain, from farm to fork. This requires considerable investment and an acceptance of some of the technologies that need to be developed and adapted over many years. But this is the way forward if we are to solve this enormous challenge,” says Professor Christensen.



Vertical farming and plant factory markets are expected to grow with technological advancements.

Growing in cities

Around the world, a number of interesting ideas and techniques related to urban food production are beginning to gain traction and generate interest, albeit on a far smaller scale compared to more established methods.

With a focus on the “hyper-local”, Growing Underground claims its leaves “can be in your kitchen within 4 hours of being picked and packed”.

RESOURCE B: Tradition could still have a role to play

While there is a sense of excitement regarding the potential of tech-driven, soilless operations, there’s also an argument to be had for going back to basics and changing the way we think about agriculture.

Growing your own

In the UK, where a large chunk of the population have been working from home due to the coronavirus pandemic, the popularity of allotments – pockets of land that are leased out and used to grow plants, fruits, and vegetables – appears to have increased.

The National Allotment Society (NAS) is of the belief that British allotments supported “public health, enhanced social cohesion, and could make a significant contribution to food security,” a spokesperson said.

Fruit and vegetable allotments on the outskirts of Henley-on-Thames, England.

RESOURCE C: Investors back meat-free options

British baker and fast-food chain Greggs was one of the first to offer vegan products with its alternative sausage roll back in 2019, and now more and more companies are clambering to offer meat alternatives.

While the future of food may be in its earliest stages, there are some opportunities for keen sustainable investors to place their bets.

Meat-free alternatives

McDonald's, Burger King, and Greggs are just a fraction of the companies working on meat-free alternatives, expanding plant-based protein ranges and improving the sustainability of their packaging.

The likelihood is, more people will reduce meat consumption – but not give it up entirely – and alternatives like the McPlant burger could help people do just that.

McDonald's is the latest company to offer customers a meat-free alternative with the launch of the McPlant burger.

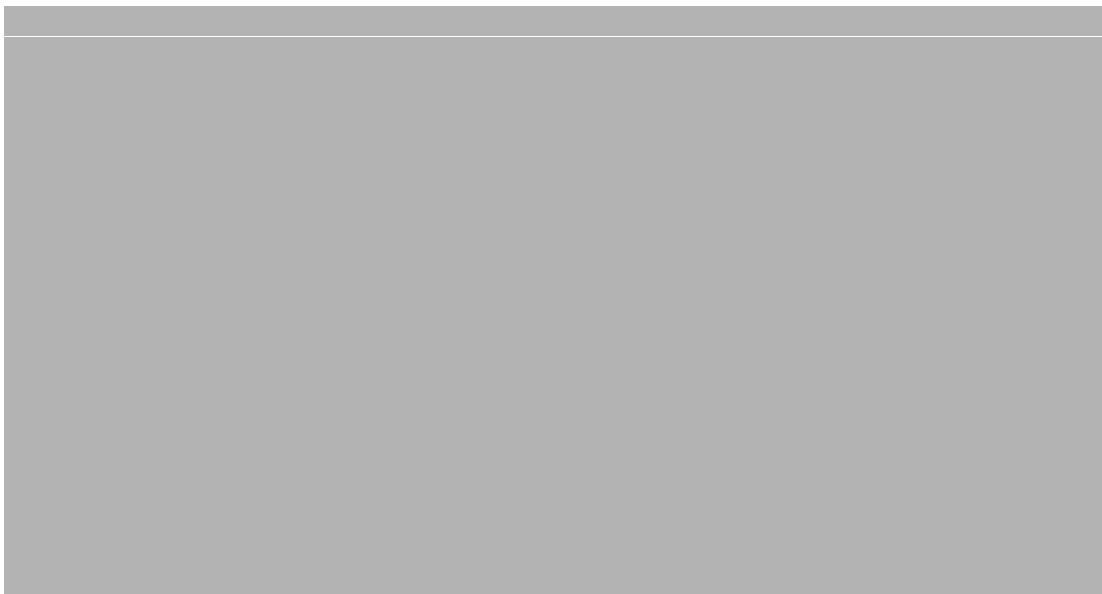
Investment in the future of food

The Rize Sustainable Future of Food UCITS ETF (FOOD) is Europe's first sustainable food exchange-traded fund (ETF), and provides investors with exposure to companies that are innovating across the food value chain to build a more sustainable and equitable food system.

However, there are still difficulties with investing in the future of food. The head of investment research of AJ Bell's online investment platform services, Ryan Hughes, points out: "From an investment perspective, the share price of meat substitute company Beyond Meat shows how difficult and early stage some aspects of this theme are, with the company floating in May 2019 at \$66 and the price growing quickly to \$250, but then [more recently falling] right back down to \$68".

RESOURCE D: Veganuary, the rise of veganism

Whether it's for health and well-being reasons, or merely just a personal new year challenge, January is often a time when people give new diets a go. One of the diets that gets the biggest uptake at this time of year is veganism, thanks to the growth of the Veganuary movement. In 2022, more than half a million people signed up to the official challenge – although many more will be taking part unofficially.



Vernelli added: "Our meat and dairy consumption is not sustainable, and the leaders in our society have to take action on this. By taking part in the workplace challenge, they're not only publicly showing their commitment to sustainability, but also to their staff and leading by example. I think it is incredible to have someone like Harrods taking part. It shows that veganism cuts across all demographics. It isn't a left-wing or right-wing thing, or a class thing. We've got participants and businesses across the whole spectrum".

RESOURCE E: Regenerative farming

Love meat too much for Veganuary? Try Regenuary instead

The idea for people to source as much food as possible from producers who use regenerative farming methods was hatched three years ago by Glen Burrows, co-founder of the Ethical Butcher, who was a vegetarian for 25 years because he didn't like the way meat was produced. "Back in 1989, being a vegetarian was basically like being a Martian," he says. "I became that awkward guy at dinner parties and slightly enjoyed that moral smugness, but then, after a long period of time, I wasn't that well. It wasn't suiting me."

But while many support the idea of regenerative farming, they argue that the priority should be to stop people eating meat. Simon Lewis, professor of global change science at University College London, says: "While I'm supportive of regenerative agriculture and community agriculture and protecting soil, I do think Regenuary is greenwash for eating meat and drinking dairy". Lewis says we need to be clear on the science that plant-based diets are better for the planet, and he is worried movements like Regenuary are "muddying waters" on this issue.

"It's not the cow, it's the how"

After refusing to eat meat for 33 years, Nicolette Hahn Niman bit tentatively into a beef burger two years ago. She had become a vegetarian because she was concerned about animal welfare and the environmental cost of meat. Unlike most vegetarians, she had experience of the dire conditions on factory farms during her career as an environmental lawyer campaigning against pollution caused by industrial meat production in the US. Then she married a farmer.

Hahn Niman accepts that moving to a healthier, low-carbon food system, when global capitalism is still pushing production in the opposite direction, is a challenge that can seem as overwhelming as the climate crisis. She believes it requires government legislation, as well as consumers choosing to eat locally produced food. And eating locally requires more food production close to people's homes and a demographic shift to the countryside: fewer than 20% of Americans live in rural areas; less than 1% work in farming.

RESOURCE F: Will a meat tax save the planet?

New Zealand is one of 50 countries being called on to introduce or raise taxes on meat and dairy, in the hope reduced consumption will help lower greenhouse gas emissions (GHGs).



How much would the US save if people ate less meat?

Projected annual savings in 2050, in billions of US dollars



People for the Ethical Treatment of Animals (PETA), an animal rights organisation, is calling on lawmakers to support a sin tax on meat. Why? A tax on chicken, turkey, pig, cow, fish, and other animal flesh sold in grocery stores and restaurants, could help reduce Americans' skyrocketing annual health-care costs by encouraging people to eat less meat.

Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 17 March 2022).

Ideologies

Page 2: Veganism. <https://www.vegansociety.com/go-vegan/definition-veganism>
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Introduction

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<https://www.sciencedaily.com/releases/2020/05/200520124935.htm>
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Resource A

Pages 4 <https://www.sciencedaily.com/releases/2020/05/200520124935.htm>
 and 5: <https://www.cnn.com/2021/08/06/tech-is-shaping-foods-future-but-traditional-practices-can-play-role.html>
<https://www.powerhousehydroponics.com/the-future-of-food-plant-factory-technology/> (image)

Resource B

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Page 6: <https://riseetf.com/wp-content/uploads/2020/09/FOOD-English.pdf>
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