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UF Business Students Get Ethics Served on a Platter

Gainesville, Fla. – Sustainable business. Eat local, eat healthy. Know your farmer, know your food. These catch phrases were made real recently to students in a group newly formed under the auspices of the Warrington College of Business Administration's Center for Entrepreneurship and Innovation (CEI). Graduate students in the Thomas S. Johnson Master's in Entrepreneurship program, known as MSE Ethics Fellows, gathered on September 15 to find out exactly what being a "locavore" means.

The Poe Ethics Center, also housed in the business school, has teamed up with the CEI to examine innovations in sustainable business, with a focus on the initial ethical commitment to making a business sustainable. The group's first meeting took place over lunch at Leonardo's 706 Restaurant in Gainesville. Prepared by Mark and Aaron Newman, the fête introduced students to locally grown organic vegetables, as well as hormone- and antibiotic-free meat. All of the food, available in Gainesville, was produced without additives or other artificial (or unsustainable) preserving methods.

The main dish featured organic pork raised by Rob and Katherine Lune of Heirloom Country Farm in Archer. The Lunes explained how they raise, package and sell organic poultry, eggs, pork and beef for local consumption—and make it pay—all while employing humane treatment towards animals and safe environmental practices. Students also sampled an array of produce from local farmers' markets, to complete their locavore experience of eating only what is in season locally. With the exception of spices not grown in Alachua County, they tasted what meals would be like if food products were not transported great distances (adding high fuel costs and greenhouse gases to the environment), nor mass produced in subsidized and chemically enhanced mega-farms.

Students receive no credit for studying ethics in business, but only the reward of sharing discussions on the topic of sustainability. They will explore issues such as caring for raw materials, inventories and employees in ways that will allow businesses to operate into the future without destroying the environment or harming workers. Future meetings will examine the human resource of migrant workers, reducing cardboard in landfills, and other sustainability best practices.

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The Warrington College of Business Administration is one of the world's top-rated public business programs, recognized for excellence by *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times*, *The Economist*, and *Fortune*. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda, in addition to its teaching mission, from the undergraduate to the doctoral level. Warrington educates future business leaders using teamwork that provides opportunities for development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.