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THE IMPORTANCE OF CULTURE IN CREATING SUSTAINABLE FOOD SUPPLY CHAINS:

Case study comparisons of the poultry industry in Iran and the UK

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INTRODUCTION

Culture, defined as a complex concept which includes knowledge, beliefs, morals, laws, customs, religions and habits acquired by mankind as members of society, is a key influence on how humans relate to food. As the unsustainable nature of our food production and consumption is more widely recognized it is pertinent to explore the role culture has had in forming current patterns of production and to hypothesize how influential it will be in developing new, more sustainable patterns.

The poultry industries in both Iran and the UK are complex with significant social and environmental impacts throughout the supply chain. Poultry is an important source of protein in the diet of both the UK and Iran, yet production methods, consumption habits and attitudes towards the product vary significantly. The industry is therefore perfect for exploring the role of culture in its supply chain.

RESEARCH AREA



RESEARCH METHODOLOGY

A qualitative investigation utilising stakeholder analysis will form the focus of the research project. Stakeholders at all stages of the supply chain in the UK and Iran will be invited to participate and will be interviewed about their attitudes and behavior with regard to their role in the supply chain.

OBJECTIVES AND GOAL OF THE STUDY

The study goal is to be met by achieving the following research objectives:

- ☀ To explore the importance of culture with regard to food in both countries and how this has influenced patterns of production and consumption in general and then in the poultry industry
- ☀ To identify the social and environmental impacts of the poultry industry in both countries
- ☀ To identify key stakeholders in the supply chains and to consider their attitudes and current behaviors
- ☀ To identify potential sustainable supply chains in both countries and to consider how culture may promote or hinder the adoption of less socially and environmentally damaging patterns of production and consumption

