

We Are Called to be Different

Case Study #22

Scenario

As Christian business owners, our motives, approach, focus, and purity must differ from the world's profit-driven model. We are set apart and have our higher calling to please and glorify the One and Only, full of grace and truth, The Great I AM.

Matthew 7:12 reminds us to treat others as we would like to be treated. Let's examine how our business practices can reflect this principle.

Avoiding Infliction of Pain and Misery

The poultry muscle disease known as white striping was almost non-existent ten years ago. Now, the fat-boosting ailment shows up in 99% of U.S. store-brand chickens, according to a Humane League study.

A recent study found that **99% of US supermarket chickens have white striping disease, caused by extreme factory farming conditions.** This disease increases fat content and decreases protein content in the meat.

Interest in more humane chicken breeding is growing, but it comes at a higher cost. Consumers are willing to pay for food with ethical claims, but whether they will accept pricier meat remains to be seen.

Romans 12:2 reminds us not to conform to the world's pattern but to be transformed by the renewing of our minds.

Colossians 3:23 encourages us to work with all our heart, as if working for the Lord. Mark 8:36 warns us not to gain the world at the cost of our souls.

Let us strive to be different, to run our businesses with a higher calling, and to prioritize ethics and compassion in our practices.



MARK 8:36

For what does it benefit a person to gain the whole world, and forfeit his soul?

WHAT DO WE DO?

How can Christians maintain integrity and trust in their business practices?



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Proverbs 12:10

Reflection Questions:

- NOTES & REFLECTIONS:**

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HOLY
BIBLE

And do not be conformed to this world, but be transformed by the renewing of your mind, so that you may prove what the will of God is, that which is good and acceptable and perfect.

1. Considering the growth of interest in more humane chicken breeding and consumers' willingness to pay for food with ethical claims, how might this influence business decisions in the poultry industry?
2. How can businesses ensure they are prioritizing ethics and compassion in their practices while remaining viable in a competitive market?

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