

Another farmer's response to Chipotle's agriculture take down

In the boardrooms of Madison Avenue, they call it “values branding”: a marketing strategy in which a company tries to instill a feeling of righteousness in the customers who buy its products.

But what kind of values would inspire a corporation to wage a smear campaign against America's farmers?

That's the question I asked after learning about the latest ploy of Chipotle Mexican Grill: a series of four 30-minute videos, scheduled to debut next week on Hulu, the online television service. Called “Farmed and Dangerous,” it is, in the words of the New York Times, “a full-throated attack on ‘industrial agriculture,’ complete with a Dr. Strangelove-like scientist inventing eight-winged chickens.”

Apparently the show also features exploding cows.

“Farmed and Dangerous” shows that Chipotle is not content to promote a positive image of itself, or to achieve a peaceful coexistence with American farmers who participate in modern agriculture. Instead, it wants to build itself up by tearing others down, rejecting the famous observation of Irwin Himmel: “No one has ever made himself great by showing how small someone else is.”

Read the full original article: [Chipotle Unnecessarily Tears Down Agriculture to Build a Brand](#)