



Ethics enter all facets of curing, from the treatment of farm animals, through the use of modern ingredients, to carbon footprint.

The quality of your products, your reputation, and profit margins can all be affected in different and often conflicting ways.

We cut through the misinformation and political lobbying to make sure you have all the facts. This helps you to understand whether and how your products might be affected by the choices that you make, so that you can make informed decisions for business.

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