



Amy J. Fitzgerald is

an Assistant Professor in the Department of Sociology and Anthropology at the University of Windsor in Ontario, Canada. Her areas of interest and specialization include animal studies, criminology, gender studies, and environmental sociology. More specifically, she has conducted research examining the relationship between animal abuse and intimate partner violence, the representations of women and animals in sport hunting periodicals, the recruitment of underrepresented groups into sport hunting, and the implications of animal slaughtering on communities. Recent publications include *The Animals Reader: The Essential Classic and Contemporary Writings*, co-edited with Linda Kalof (Berg, 2007), and *Animal Abuse and Family Violence: Researching the Interrelationships of Abusive Power* (Edwin Mellen Press, 2005).

Amy's project is "Media Representations of the 2007 "Pet" Food Recall: The Attribution and Construction of Victimhood and Corporate Responsibility." Last year, companion animal caretakers in several nations experienced fear and disbelief as increasing numbers of "pet" food brands were added to the list of those potentially contaminated with melamine (among other substances) and recalled. The number of animals ultimately affected by the food cannot be ascertained because surveillance networks for reporting cases of animal illness or death do not exist (United States Food and Drug Administration 2007). However, an article in *The New York Times* recently placed the number of cat and dog deaths at 300 (Newman 2007), the Veterinary Information Network cites 1500 deaths, and the website PetConnection.com reports they received reports of 4,867 casualties and 14,750 illnesses. The media coverage of the event was extensive. In the end, more than 150 brands of "pet food" were recalled (United States Food and Drug Administration 2007) and consumer faith in the industry was irrevocably shaken.

This project is the first to examine the media coverage and its implications. More specifically, this project addresses how and to whom the status of victim was attributed and how responsibility for this event, particularly corporate responsibility, was constructed. The objectives of this research are actualized through a content analysis of newspaper content in Canada and the US, the countries most impacted by the recall (the US appears to have suffered the greatest number of casualties and the offending company, Menu Foods, is based in Canada). Content related to the recall appearing in *The Globe and Mail* and *The New York Times*, both considered "newspapers of record" (Caveder and

Mulcahy 1998, 703), are analyzed. All stories, op-ed columns, and editorials between March 16, 2007 (the date the Menu Foods recall was announced) and December 31, 2007 addressing the incident are included.

This research is intended to contribute to the area at the intersection of criminology and animal studies, an area that has thus far been dominated by research on the link between animal abuse and family violence, but which has much more to offer regarding harms against animals more generally (Beirne 2002). The area at the nexus of animal studies and criminology can be considered part of a developing sub-field referred to as "green criminology" (Lynch 1990) and defined as "the study of those harms against humanity, against the environment (including space) and against non-human animals committed by both powerful institutions (e.g. governments, transnational corporations, military apparatuses) and also by ordinary people" (Beirne and South 2007, xiii). From its positioning at the intersection of animal studies and criminology, and within the burgeoning area of green criminology, this project promises to make valuable empirical and theoretical contributions as the first social scientific study of the 2007 "pet" food recall – an event which effectively illustrates the entanglements between non-human animals and society.

References

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