



### **Oxford Ethical Consulting Group - Member Information**

<b><u>Name</u></b>	<b><u>Year</u></b>	<b><u>Field of Study</u></b>
Hayden Carroll	Third	Psychology
Teresa Habib Meriggi	Second	Philosophy, Politics & Economics
Susana Higuera Carrillo	Master's	Environmental Governance
Lysander Mawby	Third	Physics
Emma Schneck	Master's	Environmental Governance

**Advisor:** Clair Linzey

**Topic:** Yeast Based Collagen - Moving away from animal based products towards the future

**Division:** Graduate

**Audience:** Senior Managers of Rousselot Inc.

### **Executive Summary**

The collagen industry is flourishing in the new era of cosmetic products and health conscious consumers in a post-covid society. With a compound annual growth rate predicted to be up to 10.6%, the industry stands to grow by gigantic leaps, and therefore Rousselot Inc., as a leading manufacturer of collagen, looks to make significant gains. However, current legal trends and popular opinion suggest that increasing environmental concern and Net Zero targets will lead to a shift away from animal based products, such as collagen in its current form, and the intensive animal agriculture that is used to produce carcasses that collagen is manufactured from. Moreover, there are significant concerns regarding animal welfare and environmental ethical issues: the exploitation of the animals leads to their unethical and incredible mistreatment, particularly in the Concentrated Animal Feeding Operations (CAFOs) in which they are raised, and the slaughterhouses in which they are killed; animal agriculture is widely acknowledged by scientists as being one of the leading contributors to greenhouse gas emissions and produces vast amounts of waste and pollution. It is for these reasons that Oxford Ethical Consulting Group has been prompted to recommend Rousselot Inc. begin to invest and develop its own non-animal based collagen coming from genetically modified yeast.

Yeast based collagen would not only help address the ethical and future legal issues that Rousselot Inc. faces, but will also allow the company to maintain its prowess in the collagen industry. In avoiding reliance on external sources and diversifying its products, Rousselot Inc. can remain more secure in the face of fluctuating markets, as we have seen is crucial for businesses in light of the Pandemic, and the situation in Ukraine. A non-animal based, and therefore, halal and vegan product will also open up vast markets in Asia Pacific, an area which is predicted to see the highest growth rate in the collagen market. To this extent, Oxford Ethical Consulting Group proposes yeast based collagen as a solution to Rousselot Inc. in order to move away from animal based products and the legal, business, and ethical problems they are entangled with. By doing so Rousselot Inc. will present itself as a company with impeccable standards, contributing to an economic model based on ethics. This is not to mention the fact that it will be disrupting the market by being at the forefront of innovation, bringing a new and better product into the future.