



Reasoning with Ethics

JUNE 5, 2017

A Project of The School for Ethical Education | www.ethicsed.org

“Ethics in action creates character.”

Use this blog to:

1. Lead class discussions in social studies, civics, ethics or advisory classes.
2. Teach students skills to analyze cases with core values.
3. Recognize skills in support of the four components of ethical functioning.

[Visit the online Ethics Blog.](#)

Chobani: Ethics of Immigrant Capitalism

It is good to remember that the United States is a nation of immigrants and that capitalism has driven our economic success. Both capitalism and immigration policy have landed in the midst of the current cultural debates. Capitalism has been criticized for being “soulless” and the source of the great divide between the “1 Percent” and the rest of us. Immigration policy has been blamed for just about every ill our society faces.



In contrast, CBS 60 Minutes recently broadcast a story about Hamdi Ulukaya, the billionaire CEO of Chobani, a large yogurt brand with centers in upstate New York and Idaho. Ulukaya’s story is classic Americana. Arriving as a Turkish-student immigrant in 1994 with little money and no English language skills, the 22 year-old Ulukaya went back to school for English and business classes. In 2002, he opened a small wholesale cheese business and in the spring of 2005 he learned of the sale of a closed Kraft Foods yogurt plant in New Berlin, NY. The rest, as they say, is history. Hamdi leveraged the purchase of the closed yogurt plant and with loans and grants from New York, he began the Chobani (Kurdish for Shepherd) Greek-style yogurt craze that has swept the US and beyond while employing thousands of people in economically challenged regions of the country.

From his immigrant roots and successful application of capitalism, Hamdi is acknowledged for his ethical practices as a businessman. Chobani is known to pay entry-level workers twice minimum wage, it has provided educational, translation and transportation services for its employees and Hamdi himself is a big donor to immigrant causes.

Students are asked to view the 60 Minutes story and consider what ethical core values have been demonstrated in the life of the capitalist-immigrant Hamdi Ulukaya?

Regarding the questions in this case, SEE welcomes students to post their response on our website at http://bit.ly/Ethics_Case where more information is available for *Reasoning with Ethics*. The video link for this archived case can be found at- <http://www.cbsnews.com/videos/chief-of-chobani-2>

Contact information

The School for Ethical Education is a not for profit teaching agency in Milford, CT with the mission to advance strategies of placing ethics in action to create character. As a non-sectarian 501(C)3, SEE is supported by fees for service, grants and donations. For more information visit our website at www.ethicsed.org Please reply with “unsubscribe” in the subject heading if you want to be removed from this Reasoning with Ethics Blog.