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## Sweet Jesus: How Evangelicalism Became the Religion of Industrial Agriculture, and How It Might Help End It

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Chad Seales is Associate Professor of Religious Studies and Brian F. Bolton Distinguished Professor in Secular Studies. He earned a Ph.D. from the University of North Carolina at Chapel Hill. His research addresses the cultural relationship between religion and secularism in American life, as evident in the social expressions of evangelical Protestants, the moral prescriptions of workplace chaplains and corporate managers, and the salvific promises of neoliberal capitalism. He is the author of *Religion Around Bono: Evangelical Enchantment and Neoliberal Capitalism* (Penn State University Press, 2019), and *The Secular Spectacle: Performing Religion in a Southern Town* (Oxford University Press, 2013), and has published articles on industrial religion, corporate chaplaincy, religion and film, and secularism and secularization in the United States.

This talk examines the role of evangelical Protestantism in the historical development of industrial agriculture in the United States. It compares modernist evangelicals who promote factory farming to fundamentalist ranchers opposed to industrial agriculture for biblical reasons. Contrasting these two camps, the talk addresses more recent animal rights movements among self-identified "veganelicals," as well as theological arguments for Black veganism. Overall, the talk emphasizes the ways evangelicals hold competing and often contradictory views of pastoralism, in which they see nature as a primitive place to encounter God, while also using scientific technology to gain control over nature, a process that hides violence as natural, necessary, and good.