

Try-It #4: Ethics on Your Food Label—Example Student Response 1

Question 1

What information does the food or beverage label include that relates to copyright?

I have chosen a Barilla pasta box as my food label and some information it has relating to copyright is a little R with a circle around it which indicates that this item has been trademarked and patented in the US, meaning no other company can use its recipe or copy its design.

Question 2

What information does the label include that relates to social media?

On the back of the label, near the nutrition section, it states that a customer can visit their personal website for recipe ideas (Barilla.com) and this website has links to their many social media platforms such as instagram and twitter.

Question 3

Ethical documents “tell the truth” (Markel & Selber, p. 12). What information does the label include that tells you the label is truthful and honest?

The label includes a stamp from the nongmoproject which is a nonprofit organization that is very credible, so when the label makes the claim that the label does not have any gmOs in it, this stamp acts as a way to back up this claim which builds credibility.

Question 4

How does the label use design to highlight important ethical and legal information? If the label does not use design, describe places where its design could be improved to highlight important ethical and legal information.

The label uses design by making all the ethical and legal information written in white font which is a stark contrast to the navy blue background, allowing this information to stand out.

Question 5

Ethical communication “avoid[s] language [and images] that discriminates against people” (Markel & Selber, p. 12). What information on the label demonstrates inclusive language and images? If there is any evidence of discrimination, describe what you found.

The label does not allude to any discriminatory language, but it does mention several times that anyone can make their pasta, no matter their cooking ability both on the label and on their website, which adds inclusivity into their product since you don't need to be an expert.

Question 6

Search online for conduct or ethics statement on the website for the company that produces the food or label. Paste the link to the information for your label's company below.

Example, from a non-food company: LEGO has a [The LEGO Group Communication Letter on Expected Ethical, Social and Environmental Conduct](#) and a page on [Responsible Business Principles](#).

https://www.barillagroup.com/media/filer_public/8b/b5/8bb53927-799c-45a0-9ac4-5869581a24d1/code_of_ethics_february_27_2019_0.pdf

Question 7

Using information on the conducts or ethics page, what details on the label connect to the organization's values and ethical beliefs?

Barilla is an Italian based company, so on their label they often state that their pasta is the "Italian way" and that is authentic, which is shown in their organizational values online which provides easy to make authentic pasta.

Question 8

Skip the principle that states, "Take advantage of your employer's ethics resources" (Markel & Selber, p. 12). There's no way for you to determine whether the label designers and contributors consulted their company ethics resources.

Question 9

An ethical document avoids "false implications about products, euphemisms, exaggerations about product specifications, and legalistic constructions" (Markel & Selber, p. 12) What information on the label demonstrates that the company does not mislead people? What information is shared in plain and easy-to-understand language?

On the front of the label it says that the pasta can be cooked in 12-13 minutes, and on the instructions on the back it also corroborates the same thing, which is easy to understand since it says it twice, also the previously mentioned nongmoproject shows that the non gmo claims are not false.

Question 10

What information on the label helps your reader find the information they need? There won't be a table of contents or index, of course. What other accessing tools on the label help the company "be clear"?

There is a clear instructions section with pictures so that the reader is clear on how to prepare the pasta, there are also links to the company's website that help clarify some ingredients and more recipe options.

Question 11

What sources or collaborators are cited on the label? How are they identified? If there are no sources or collaborators for the project, you can state that fact.

Example, from a non-food label: The LEGO Black Panther Mech Armor package (shown below) includes the logo for Marvel Avengers, whom they collaborated with on the product.



Front of the package



Close-up of the Marvel logo and T'Challa minifigure

The only collaborator would be the nongmoproject since there is a stamp on the box, the other one can be the FDA since it says that this product was made in the USA