

Try-It #4: Ethics on Your Food Label—Example Student Response 2

Question 1

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

On the bottom of the CLIF Bar box is a little section with a copyright saying 2020 CLIF BAR & COMPANY. It says that all trademarks and registered trademarks are either own by CLIF BAR or are used with permission. This probably refers to some logos regarding the FSC and another logo about some sort of Rainforest Alliance (I have not looked into what specifically this is). There is also a symbol of the QAI (Quality Assurance International). I am assuming this is a company

Question 2

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

There is nothing about social media that I see on the label. There was a QR code but it doesn't lead to anything legible.

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 food nutrition facts are all something that I am assuming are true. If the amount of calories or fat or anything of the such are lies, the label definitely isn't ethical. The verification of the food being safe and organic by various companies (like the QAI) also points to the label being truthful. Being accredited by multiple known institutions raises the credibility of the label as well.

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.

All information about copyright, recycling, certifications, and anything of the sort are all just white text on the bottom of the packaging. I think this is still fine though, as that information being a main focus on any of the other sides would be distracting and not really relevant to the product. I think that some of the logos and such could be made a bit bigger to be a little more clear because there is a decent amount of empty space on that side.

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.

All the images on the box are the same image on different sides of the package. It is a rock climbing scaling a cliff. Other than that there aren't really many words in general, so there's nothing that demonstrates discrimination. However, there isn't also much about inclusion either.

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](#).

[Clif Bar & Company Code of Conduct | Clif Bar] (<https://www.clifbar.com/clif-bar-and-company-code-of-conduct>)

[Responsible Sourcing Practices | Clif Bar & Company® | Clif Bar] (<https://www.clifbar.com/responsible-sourcing>)

Question 7

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

The product being certified by the Rainforest Alliance connect to CLIF BAR's pledge to use ethically sourced ingredients. Apparently, anything certified by the Rainforest Alliance is something that is produced ethically and aims to promote sustainability. The bars are also certified organic by the QAI, which falls in line with the same goals.

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?

I think the fact that the labeling is relatively simple causes it to not mislead people. The consumer knows what they're getting and the label provides relevant information. Since Clif Bars are made for athletes, the labeling shows relevant information that they would deem relevant (like the amount of protein per serving and that the bars are "nutrition for sustained energy". There are a lot of short phrases and the labeling is mainly filled with the one image of the cartoon rock climber.

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”?

The main part that people will most likely be interested in is the nutrition label. It's rather standard, so there's not much to say about that, but it does include the url for the Clif Bar website. This could help people who are trying to find more information about the product. Again, the label being rather sparse when it comes to words and images on it lead the consumer to the nutrition facts, as that is the most "busy" part of the label.

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.



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

Front of the package

The packaging includes logos of the Rainforest Alliance and QAI (Quality Assurance International) to show that they have been certified by those companies. The label of the Clif Family Foundation is also found on the top of the package, showing that the product is related to a charitable cause. The last outside logo found is of the FSC (Forest Stewardship Council). Being certified by the FSC means that the product meets high environmental standards when it comes to the actual packaging of the box.