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ceremonies at Woodstock and naturally was packaged in a tie dyed container Another perennial favorite is Phish Food named in honor of a popular band from Vermont The company has also employed some unconventional promotional tactics like a modified mobile home called the Cowmobile in which Cohen and Greenfield drove cross country distributing free ice cream scoops

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legitimate. Additionally, Ben & Jerry's includes a summary letter from the auditor in each report regardless of the results.

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David Korten, a former Harvard Business School professor with experience in international development and citizen action, has argued that long-term oriented, socially responsible companies often face challenges in today's fast-paced, often shortsighted and profit-minded economic system. According to his perspective, the economic system focuses on the current value of a company's stock and rewards cost efficiency and punishes inefficiency. Thus, firms that can outsource or otherwise shift their costs to other parties are rewarded, whereas socially responsible organizations are often considered inefficient and wasteful. Consequently, the stock price of firms

build multiple playgrounds as well as launching a new flavor tied to that effort. Additionally, this would include lobbying to extend the life of the Northeast Interstate Dairy Compact, which provides more income for farmers, and developing more environmentally friendly packaging. As for Cohen's concern about the \$10 million fund not carrying the Ben & Jerry's name, the spokesman said, "we understand that Ben is very concerned. He's a founder of the company. He has a huge emotional stake in the company. Our view is judge us by our actions."

James Heard, whom Ben & Jerry's completed a number of Ben & Jerry's social reporting, also sounded a note of cautious optimism. "There is definitely an irony to a counterculture company such as Ben & Jerry's being acquired by a global behemoth such as U

from flavors that contained alkalized cocoa, corn syrup, and partially hydrogenated soybean oil. Although the FDA does not define the phrase "Ben & Jerry's changed the labels in order to avoid conflict," Jostein Solheim, Ben & Jerry's CEO, maintains that the company uses the most natural ingredients possible and that calling Ben & Jerry's "all natural" is accurate for all reasonable consumers.

Another criticism that Ben & Jerry's has faced recently is that their products contain glyphosate, an herbicide that is most commonly known as Roundup. Although it is primarily used to kill garden weeds and poison ivy, it is also found in the agricultural food processing industry. The herbicide is most common in products that contain corn, wheat, soybeans, and sugar beets. Not only has this residue been found in Ben & Jerry's product, but it has also been found among Quaker Oats, Ritz Crackers, and Stacy's Simply Naked Pita chips, along with many other processed breakfast foods. Glyphosate is believed to be linked to cancer and fatty liver disease.

The subject of glyphosate is catching much attention due to the increasing allegations that products that contain the ingredient have caused users to develop non-Hodgkin's lymphoma. Monsanto, the manufacturer of Roundup, is involved in more than 100 lawsuits for reportedly knowing about the contaminant in their product and covering it up.

Product add-ins like peanut butter and cookie dough are suspected to be the source of the

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Describe some ways in which Ben Jerry's has kept its promise to uphold their three mission statements

Do you believe that Ben Jerry's should continue all of its social and environmental initiatives even if it might be hurting the company financially

How important are each of Ben Jerry's mission statements to the company's customers and target market

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Newman Teresa Huge Scandal Hits Ben Jerry's After Monsanto's Pesticide Roundup Found in Their Ice Cream *B* *C*
July page http://www.breakingchristiannews.com/articles/display_art.html?ID accessed July

Ben and Jerry's Website Ben Jerry's Statement on Glyphosate May page <https://www.benjerry.com/about-us/media-center/glyphosate-statement> accessed May

Organic Consumers Association Ben Jerry's Ice Cream Tests Positive for Roundup Herbicide Ingredient Glyphosate
C *A* July page <https://www.prnewswire.com/news-releases/organic-consumer-association>