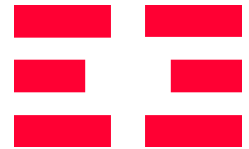


MARS**Mars Inc.**

Subsidiaries: Iams, Pedigree, Skittles, M&Ms, Snickers, Wrigley's, Altoids, Starburst, Orbit, Ben's Original, Twix, 3 Musketeers, Kind, Tasty Bite, BluePearl, Seeds of Change, Pamesello, Celebrations, Eclipse, Dove, Bounty

Locations: Virginia (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:**High Risk****DESCRIPTION:**

Mars Inc. vets vendors according to LGBTQ policies and does not protect its employees against viewpoint discrimination. The company is part of the Global Alliance for Responsible Media and covers the cost of "medically necessary gender transition-related care" for its employees and their children. Mars has lobbied to support the Equality Act and a senior executive at Mars has issued an op-ed opposing a minimum age for gender transition surgeries. Mars supports and funds multiple LGBTQ causes and organizations. Mars' brands have promoted BLM and related organizations and causes. For these reasons, Mars receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **High Risk**

[1](#)/[23](#)/[4](#)/[5](#). The company requires suppliers not discriminate based on sexual orientation [6](#).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **Lower Risk**

Mars does not discriminate against religious organizations in its charitable giving. [1](#)/[2](#).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Mars does not provide viewpoint protections for its employees [1](#).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **High Risk**

[1](#)/[2](#). The company supports the Equality Act and opposes bans on transgender athletes in female sports [3](#)/[4](#). Mars opposed Florida's law that prevents public schools from teaching young kids about gender and sexuality [5](#). The companies Twitter account also criticized then-President Trump's views on immigration [6](#). M&M released a new "female-only" wrapper featuring only "female"

M&M characters including new lesbian M&Ms and a “plus-size” character to represent body positivity (7). Skittles has promoted LGBTQ and BLM messaging and causes through its promotions, products, and fundraisers (8). CEO Poul Weihrauch is a member of the Business Roundtable (9). America First Legal filed a complaint against Mars, Inc. with the EEOC for discriminatory hiring practices (10)(11).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Mars has a perfect score on the HRC’s 2022 Corporate Equality Index. This score indicates the company covers the cost of “medically necessary transition-related care” for its employees and their children (1)(2). Mars is a member of the Global Alliance for Responsible Media (3)(4)(5). The company has funded GLAAD and other LGBTQ advocacy groups (6). Mars is a copper sponsor of Out & Equal and a corporate partner of the National LGBT Chamber of Commerce (7)(8). Kind bars, a subsidiary of Mars, has a partnership with popular transgender influencer Dylan Mulvaney and Skittles has promoted LGBTQ and BLM messaging and causes through its promotions, products, and fundraisers (9)(10)(11).

Uses corporate political contributions for ideological, non-business purposes.

High Risk

Mars does not operate a PAC at this time but has lobbied for the Equality Act (1)(2).

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