



Zespri

Locations: California (HQ), New Zealand
Industries: Food Beverage and Tobacco

RISK LEVEL:



Lower Risk

DESCRIPTION:

Zespri does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Zespri does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

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

Zespri promotes divisive sex and gender policies. Its Global Supplier Code of Conduct requires international vendors to include sexual orientation and gender identity in their nondiscrimination policy (1). Zespri was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread “hate speech” or “misinformation”, discuss “debated social issues in a negative or partisan context”, or “vilify” individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (2)(3)(4). However, Zespri has not canceled customers, suppliers, or vendors based on political views or religious beliefs (5).

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

Zespri does not appear to discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

Zespri does not publish a nondiscrimination policy (1).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Lower Risk

Zespri is committed to net zero carbon emissions by 2035 (1). Otherwise, there are no publicly known cases of Zespri using its reputation to advance ideological causes or policies (2).

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

Zespri was a member of the Global Alliance for Responsible Media (1)(2)(3). Otherwise, there are no publicly known cases of Zespri using corporate funds to advance ideological causes, organizations, or policies (4).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Zespri does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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