



Ocean Spray

Locations: Massachusetts (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

Ocean Spray, an agricultural cooperative, vets vendors for LGBTQ policies but has not publicly terminated business relationships based on views or beliefs. Ocean Spray supports the Equality Act and offers free educational resources on how to combat racism. It also donated to the Equal Justice Initiative and lobbied for the Improving VA Workforce Diversity Through Minority-serving Institutions Act of 2022. However, it does not discriminate against religious organizations in its charitable giving. By complying with Human Rights Campaign's controversial demands, the company increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. Ocean Spray uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. For these reasons, Ocean Spray receives a Medium 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. Lower Risk

Ocean Spray has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

Ocean Spray received a score of 90 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. (1)(2).

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

Ocean Spray does not appear to discriminate against religious organizations in its charitable giving. The Ocean Spray Community Fund "provides resources to organizations that improve the quality of life in our farmer communities" (1)(2)(3).

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

Ocean Spray does not publish a nondiscrimination policy (1)(23)(4).

Corporate Governance and Public Policy

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

Ocean Spray supports the Equality Act (1). In the wake of George Floyd's death, the company launched unconscious bias, D&I, allyship, and cultural-awareness training. It also started providing free resources to its employees on how to combat racism (2). Ocean Spray has used its social media accounts to publicize its participation in LGBT events such as the Boston Pride Parade and celebrate other LGBT causes (3)(4). (5)(6). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

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

In the wake of George Floyd's death, Ocean Spray donated to the Equal Justice Initiative. It also pledged to prioritize funding for organizations advocating for justice and equality, though it is unclear which organizations received support (1)(2). (3)(4). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

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

(1). However, the company does not operate a PAC at this time (2). publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (3)(4). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders.

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