



Ocean Spray

Locations: Massachusetts (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

Ocean Spray often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Ocean Spray occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard 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

Ocean Spray received a score of 75 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues, indicating it prioritizes sexual issues over merit (1)(2). Ocean Spray has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

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 charitable organizations based on views or beliefs. 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 viewpoint or other discrimination and/or are ideological in nature. High Risk

Ocean Spray's HRC 2025 CEI rating indicates the company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Ocean Spray does not provide viewpoint protections for its employees (3)(4). 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 (5).

Corporate Governance and Public Policy

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

Medium Risk

Ocean Spray signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (1). Otherwise, there are no publicly known cases of Ocean Spray 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.

High Risk

Ocean Spray's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). 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 (3). Otherwise, there are no publicly known cases of Ocean Spray using corporate funds to advance ideological causes, organizations, or policies (4).

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

High Risk

Ocean Spray has not used its PAC donations for ideological purposes but has lobbied for the "Improving VA Workforce Diversity Through Minority-serving Institutions Act of 2022" (1)(2)(3).

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