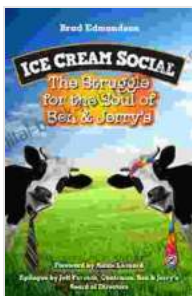


The Struggle for the Soul of Ben & Jerry's: A Tale of Activism, Values, and Corporate Governance

A Legacy of Activism

Ben & Jerry's has long been renowned for its commitment to social justice and environmental sustainability. Founded in 1978 by Ben Cohen and Jerry Greenfield in Burlington, Vermont, the company quickly gained a reputation for its high-quality ice cream and its outspoken stance on issues ranging from climate change to LGBTQ+ rights.



Ice Cream Social: The Struggle for the Soul of Ben & Jerry's by Brad Edmondson

★★★★☆ 4.4 out of 5

Language	: English
File size	: 7621 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 303 pages
Lending	: Enabled



Over the years, Ben & Jerry's has supported numerous progressive causes, including the fight against climate change, the legalization of marijuana, and the Black Lives Matter movement. The company has also been an outspoken critic of corporations that prioritize profits over people and the planet.

Crisis and Transformation

In 2016, Ben & Jerry's was acquired by Unilever, a multinational consumer goods conglomerate with a vast portfolio of brands. The acquisition raised concerns among some longtime supporters, who worried that Unilever's profit-driven ethos would compromise Ben & Jerry's commitment to its social mission.

Those concerns intensified in 2020 when Ben & Jerry's board of directors voted to end sales of its ice cream in the Israeli-occupied West Bank. The decision sparked controversy, with some accusing the company of anti-Semitism. Unilever initially distanced itself from the decision, but later reversed course and publicly supported Ben & Jerry's position.

The West Bank controversy exposed deep divisions within the company. Some employees and board members accused Tony's Chocolonely, a Dutch chocolate company with a strong social mission, of violating its ethical guidelines by sourcing cocoa from a plantation that allegedly used child labor.

The Future of Stakeholder Capitalism

The challenges faced by Ben & Jerry's have sparked a wider debate about the future of stakeholder capitalism, a business model that emphasizes balancing the interests of shareholders with those of other stakeholders, including employees, customers, suppliers, and the community.

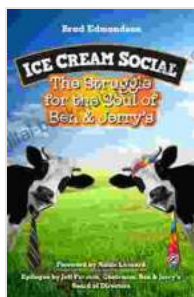
Some argue that Ben & Jerry's is an example of the growing trend towards stakeholder capitalism, while others believe that the company's recent struggles demonstrate the inherent challenges of balancing social mission with profit-driven decision-making.

The outcome of Ben & Jerry's current challenges remains uncertain. However, the company's experience provides valuable insights into the challenges and opportunities of stakeholder capitalism in the 21st century.

Ben & Jerry's is a company at a crossroads. The company's commitment to social activism has been a defining characteristic of its brand for decades. However, the recent challenges it has faced have raised questions about the future of stakeholder capitalism and the role of corporations in society.

Only time will tell how Ben & Jerry's will navigate these challenges and emerge from its current crisis. However, one thing is clear: the company's legacy of activism and its commitment to social responsibility will continue to shape its future.

Copyright 2023. All rights reserved.



Ice Cream Social: The Struggle for the Soul of Ben & Jerry's by Brad Edmondson

★★★★☆ 4.4 out of 5

Language : English
File size : 7621 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 303 pages
Lending : Enabled

FREE

DOWNLOAD E-BOOK





Tough Cookies Don't Crumble: The Unbreakable Spirit of Those Who Overcome Adversity

Life is full of challenges. We all face them, in one form or another. But for some people, the challenges are so great that they seem insurmountable. They may come in...



The California-Born Diners, Burger Joints, and Fast Food Restaurants That Changed the World

California is known for many things, but its fast food scene is one of its most iconic. From In-N-Out to McDonald's, some of the most well-known fast food...