

Viewpoint: In act of retribution, organic trade group sues Ben & Jerry's for false advertising

The Organic Consumers Association is up to its old tricks again and has filed a suit against Vermont-based Ben & Jerry's for what it says is deceptive labeling, marketing, and sale of their ice cream products.

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"Unilever reportedly spent more than \$9 billion on advertising in 2017 alone," OCA International Director Ronnie Cummins said of Ben & Jerry's parent company, Unilever. "A significant portion of that was spent to create the false perception that Ben & Jerry's is committed to a clean environment...Unilever knows those values foster brand loyalty and also allow the company to charge a premium.

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However, the OCA is known for having a grudge against Ben & Jerry's. Last year, the activist group made headlines by going after Ben & Jerry's in suspected retaliation for the ice cream company's refusal to bend to activist demands to source milk differently.

In that attack, the [OCA had said it found trace amounts of glyphosate](#) in Ben & Jerry's products purchased in the US. and Europe. The results were published in a New York Times article by Stephanie Strom and claimed glyphosate was identified in 10 of 11 flavors. However as Dr. Kevin Folta points out, no research or testing methods were reported and it was not peer reviewed...He, as well as [several others in the scientific community](#), dismissed the report.

Read full, original article: [Organic Consumers Association goes after Ben & Jerry's again](#)