

Viewpoint: Clif Bar is ‘concern trolling’ competition with its organic food propaganda

Clif Bar published an open letter [March 6] to their “largest competitor” in the New York Times. The letter asks the CEO of KIND Snacks, Daniel Lubetzky, to join them in transitioning to ingredients grown by certified organic farmers.

We would like to issue a challenge: do a truly kind thing and make an investment in the future of the planet and our children’s children by going organic....

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What about these environmental claims made by Clif Bar? There is evidence that biodiversity is greater on organic farms, but that ignores a million other factors. Organic farms require more land to be used, meaning any widespread adoption would have a negative impact on non-agricultural land. In the United States forests have gone up while agricultural land use has gone down, all due to the advancing of agricultural technology.

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By claiming they “just want to help” they are able to publish an advertisement to scare consumers into buying their candy bars over their competition. And let’s face it, at the end of the day a Clif Bar is really just a Snickers bar with a health halo.

Read full, original article: Clif Bar wants Kind Bar to join them in lying to customers