
Chapter 31 Branding, Packaging, and Labeling

Section 31.2 Packaging and Labeling

Green Marketer Activity: Green Yogurt

Directions Research green marketing labeling and then read the paragraph below on Stonyfield Yogurt Company. Then answer the questions that follow.

Stonyfield, an organic yogurt company is an advocate and leader in the concept of sustainable packaging. Its newest packaging breakthrough is multi-pak yogurt cups made from plants. Currently the plant is corn but in the future the company hopes to use non-food plants instead of corn. The company plants enough corn for use in the new packaging. The reason Stonyfield is so proud of its packaging breakthrough is because the plant-based plastic produces lower carbon emissions and requires less fossil fuel to make. Additionally, Stonyfield is sharing what it learned about this new plant-based plastic with other companies because it has a commitment to world-wide sustainability. The plant-based packaging, however, is not recyclable at this time due to the inability of recycling centers to be able to process this type of plastic.

1. Stonyfield stamped “Made From Plants” on the bottom of its new plant-based packaging. Do you think consumers will connect that stamp with the packaging being eco-friendly? Is that misleading? Why or why not? Should a statement be added to the product packaging to let consumers know that the cups are not recyclable? Why or why not?

2. Research the Federal Trade Commission’s guides for green labeling. When can companies use eco-friendly terms such as degradable, compostable, and renewable on product labels?
