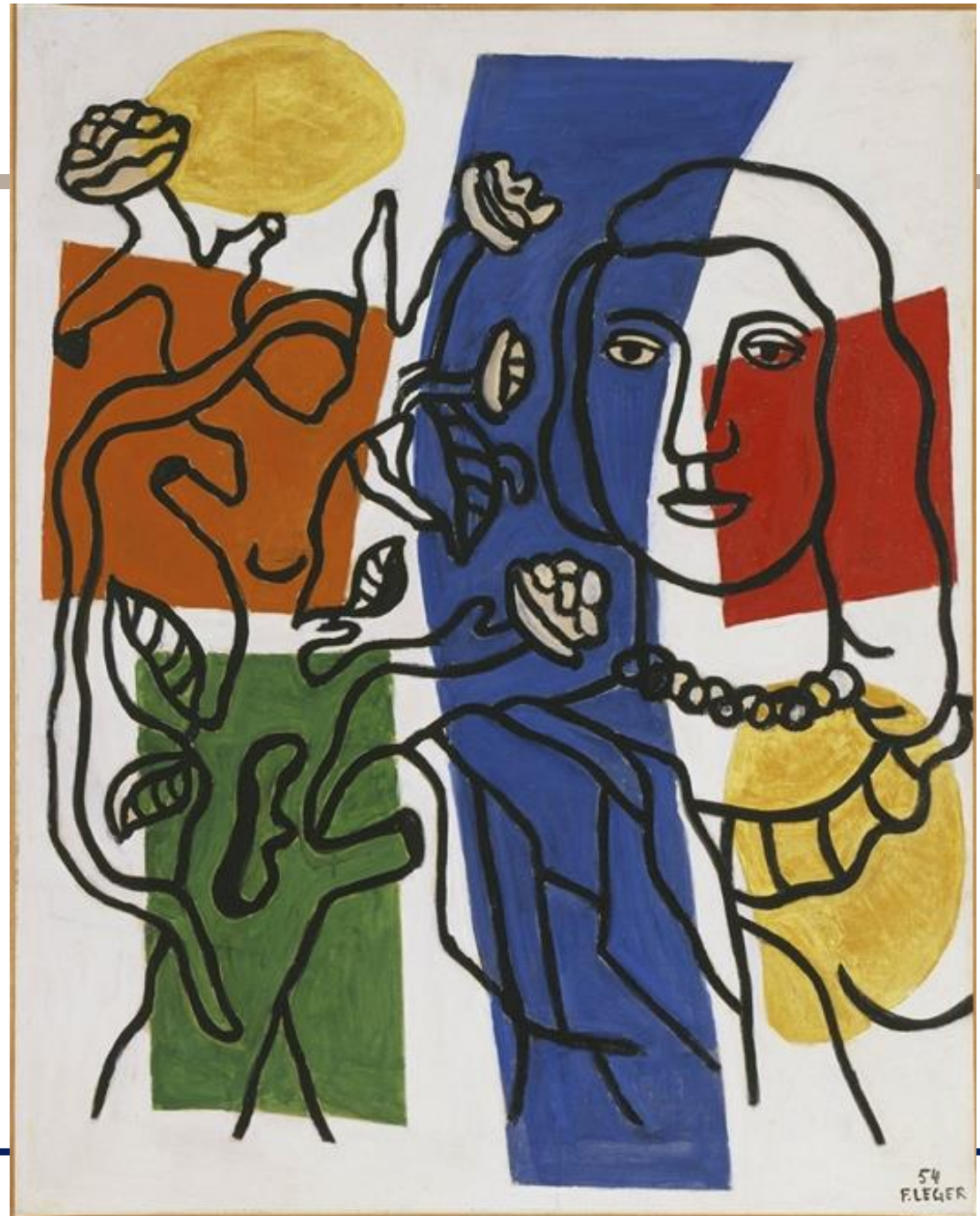


No one can know the truth

Jerry Davis
Ross School of Business
University of Michigan



Consumer boycotts have been around ~forever



Nestlé Good Food, Good Life

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Why was a Nestlé boycott launched?

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Why was a Nestlé boycott launched?

In the 1970s, declining rates of breastfeeding led a number of organisations to raise concerns about the marketing practices of breast milk substitute manufacturers - including Nestlé - in developing countries.

This resulted in the Infant Formula Action Coalition launching a boycott of our products in 1977 in the United States. This boycott was dropped in 1984.



Why was the US boycott dropped?

In 1981 the World Health Organization (WHO) adopted a set of recommendations for member states to regulate the marketing of breast milk substitutes, feeding bottles and teats. This is known as the ['WHO Code \(pdf, 128Kb\) ↗'](#). Read more about the [Code](#).

Many developing countries didn't fully implement the Code. So, in 1982, we became the first manufacturer to introduce our own policy, drawn from the [WHO Code](#), to regulate how we marketed breast milk substitutes in developing countries. We refined this policy in 1984, after consultations with stakeholders including the [WHO](#), the United Nations Children's Fund (UNICEF) and civil society organisations.

But they are working much faster today

You can [sign up to get updates](#) via email about these companies and their relationship with the NRA [here](#).

THESE COMPANIES ARE DOING BUSINESS WITH THE NRA

TRUECar, Hertz, AVIS, Budget, LIFE LINE SCREENING, Enterprise, Alamo, National, FedEx, LifeLock, Norton, Allied, northAmerican MOVING SERVICES, SimpliSafe, Starkey Hearing Technologies, MetLife, CHUBB, LOCKTON, VINESSE WINES, HotelPlanner, MCN, MANAGEURID IDENTITY PROTECTION, eHealth, Wild Apricot, TELADOC, First National Bank, Life Insurance Central, PARAMOUNT KX, DELTA, UNITED, REPUBLIC BANK, SECURIAN, ThinkProgress

CREDIT: DIANA OFOSU

LifeLine Screening

(Or in some cases, really, really slowly)

The Washington Post
Democracy Dies in Darkness

Cocoa's child laborers

Mars, Nestlé and Hershey pledged nearly two decades ago to stop using cocoa harvested by children. Yet much of the chocolate you buy still starts with child labor.

By [Peter Whoriskey](#) and [Rachel Siegel](#) Photos by [Salwan Georges](#) June 5, 2019



GUIGLO, Ivory Coast — Five boys are swinging machetes on a cocoa farm, slowly advancing against a wall of brush. Their expressions are deadpan, almost vacant, and they rarely talk. The only sounds in the still air are the *whoosh* of blades slicing through tall grass and metallic *pings* when they hit something harder.

Each of the boys crossed the border months or years ago from the impoverished West African nation of Burkina Faso, taking a bus away from home and parents to Ivory Coast, where hundreds of thousands of small farms have been carved out of the forest.

These farms form the world's most important source of cocoa and are the setting for an epidemic of child labor that the world's largest chocolate companies promised to eradicate nearly 20 years ago.

...and backfiring much more spectacularly

Nike's Colin Kaepernick ad sparked a boycott — and earned \$6 billion for Nike

The Kaepernick “gamble” has turned into a big win.

By Alex Abad-Santos | alex@vox.com | Sep 24, 2018, 12:20pm EDT

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Nike's Colin Kaepernick ad. | Nike

The **boycott** against Nike for making Colin Kaepernick the face of its latest ad campaign doesn't seem to be having the desired effect.

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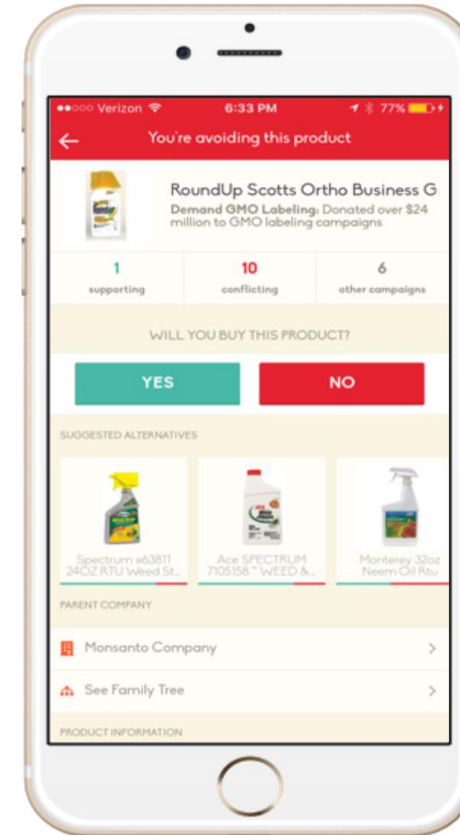
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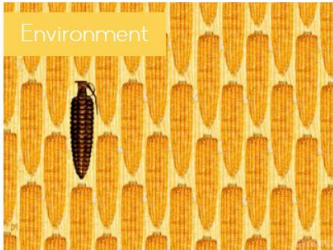
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~Every corporation in America is being boycotted now



Say No to Monsanto

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Boycott chocolate produced by child slaves

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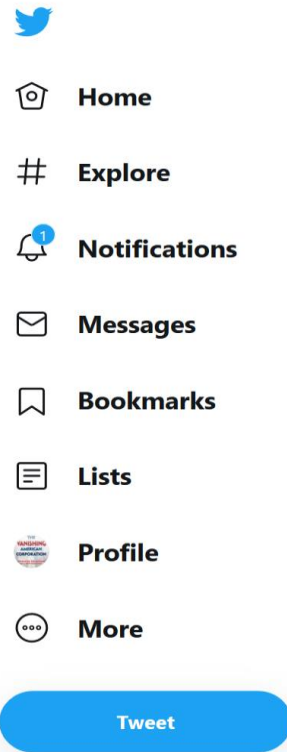
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Boycott Nestle

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...and it doesn't end with the CEO's retirement



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#boycotthomedepot

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The home improvement giant is helping Trump build his border wall.
gishgallop.com

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Replying to @LoriC60351940
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In an age saturated in social media and political polarization, politics and social movements will be inescapable for the corporate sector

The epidemiology of social movements and corporations

“Do social movements improve corporate behaviors?”

- This question calls for a drug study: “Does hydroxychloroquine reduce mortality from Covid?”
- But we have epidemiological data: “Does exposure to plastics affect human health?”
- Journal publication practices demand regressions with independent and dependent variables, but...
 - Treatment population: why did these patients end up in the sample?
 - Titration: how big a dose of boycott (protest, whatever)?
 - Timing: how long does the treatment take to have an effect?

What's worth studying now?

- Every classic social movement question needs to be re-visited in an ICT-intermediated world
 - How has the **repertoire of contention** changed? (E.g., #SOPAStrike)
 - What counts as **WUNC** online? (E.g., the Million Bot March)
 - What are new methods of **framing**? (E.g., Cambridge Analytica; meme wars)
 - Is “owning the short-sellers” really a social movement?
- Employee activism is the only thing protecting us from incipient corporate fascism – how can researchers help?