

For What It's Worth

Researchworks
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Goya Foods Faces Threats Of A Boycott

Value

relative worth, utility, or importance

The Problem

National Latino groups condemned Goya Foods and its CEO, Bob Unanue for calling Trump the 'actual president' during a conference of The Conservative Political Action in Orlando, FL. A spokes person further asserted that the comments perpetuated a falsity which dribbled at the core of a criminal assault on the nation's capitol. Also, it was thought that he should make better use of his platform then to attack democracy insulting a uniform belief and faith in free and fair elections. He was then censored by Goya's corporate board amidst the outcry's for a 'boycott' of the company's products and community services.



This would upset the cohesive relationships the company has established within the United States and abroad as it suggest his ‘words’ and opinion hold such great relevance weighed far outside of the strength and strategy Goya has maintained in building it’s company.

Asset

Goya Foods History

Goya is a family owned corporation headquartered in New Jersey since 1974, founded in 1936 by Don Prudencio Unanue of Spain. It is the largest Hispanic food company which has serviced the U.S. and four country's abroad with his quality products which primarily supplement the home life of growing Latino populations in providing staples of Latin cuisine. The corporation has expanded within the United States of Texas, California, Georgia, and New Jersey with manufacturing plants.

Current times would approve of a $80 million expansion of the corporations manufacturing and distribution facility in Brookshire, Texas. This expansion includes the purchase of new, state of the art food processing equipment which will enable their production rate to double in order to meet the increased consumer demand for it's may line items. Sentiments of the CEO support reflect upon the companies desire to respond in respect to it's many community customers needs through it's varied forms of support to the overwhelming askance of organizations, cities, and others. It has prevailed as a provider of education and economic opportunity. The brand has willingly donated millions of pounds of food and meals to food banks through it's Goya Gives program before and during the Covid-19 pandemic.

*visit the Goya website and observe the long list of community responsibility platform organizations

Indicators Suggestion: A CEO's Intentional Blunder

In care and sound reflections it is fair for others to weigh plausible methods business spearheads have utilized historically to salvage their careers or cause appeal for their corporations before and during mergers and sales. With this in mind, despite the negative impact of the 'actual president' comment, it is alleged by insiders that this was a mere plot for Bob Unanue to keep his job.

There has been a suggestion of at least two offers to buy the Goya Foods company away from the CEO and his family by those type A personality Wall Street persons who think the company can grow faster and endure a transition period of cutting cost, laying off workers, profit outlook analysis, and international expansion. Observers put forth the notion that Mr. Unanue and possibly others, is unwilling to leave his stated position nor relinquish 70% of Goya thus his tongues toxic statement reflects directly upon the art and attractiveness of such a deal.

Reflections Upon Commentary

During a White House function, we learn that Ex-president Trump designated CEO Unanue with the responsibility for his faction of the Latino community through social responsibility aid. After which Trump was impeached for the attack on the capitol January 6th 2021 but acquitted in a Senate trial and badgered for the widespread outcry of 'election fraud' following his assumed loss of the 2020 vote. For Unanue this as well as the constant reminder of his depiction of Mexicans as criminals, anti-immigration policies, and implied 'caging' of brown children at the border, incensed the public to his supportive strategy in words greatly.

Donald Trump Jr was said to have tweeted 'leftist mob wants to cancel on one of the largest Hispanic owned companies in America.'

People have a tendency to react without thinking their actions and public thought through to the extent that they overlook the indicators surrounding their emotional decisions in boycotting as an activist or functioning upon a political standpoint. This rarely takes into account how normal people live and severe reactions impact their lives. Typically, as noted, boycotts are meant to result in some significant 'change in policy', this particular matter has not baring upon a specific policy but much rather a complaint that burdened with racial connotations, political agendas and rhetoric. It might be good to add at this point that some resources report four months following the Mr. Unanue flawed expressive speech, Trump gained support from the Latino voters and sales surged for Goya Foods.

What if there had been a greater sense of steering the companies consumer base away from product purchases? Would this situation have fallen outside of 'The Human Standard'. Under this standard exist a long list of dysfunctional decisions and irrational public behaviors by notables throughout the world both behind closed doors and publicly for which these individuals have asked for societal forgiveness.

There are many examples of what has been deemed unacceptable behavior as it's not just an illusionary aspect of our communal being.

Mea Culpa

A Sociology of Apology and Reconciliation: apology's often reflect the culture within which they're embedded

Just **Here Say!!**

1. I Apologize:

Philippine President Rodrigo Duterte referred to then President Obama as a "Son of a Bitch".

2. Britian's former Prime Minister Tony Blair said 'sorry' for Iraq War mistakes.

3. Michael Wolff: Murdoch hates Trump but loves Fox News money more

4. Tucker Carlson: “You are the worst human being known to mankind.”

The man, identified on Instagram as Dan Bailey, posted the video of the encounter in a sporting goods store on 23 July. Carlson struggled to try and stop the man politely from talking. Theguardian.com

He wrote: “It’s not every day you get to tell someone they are the worst person in the world and really mean it! What an asshole!”

5. Updated Jul 8, 2020 Forbes

Michael Lofthouse, the CEO of a San Francisco-based tech company, Solid8, apologized on after he was caught on camera making racist comment. He told an Asian family holding a birthday celebration at a restaurant in Carmel, California, that :

“Trump's gonna f**k you. You f*****g need to leave. You f*****g Asian piece of s**t,” a video of the incident shows.

A restaurant employee intervened stating: “You do not talk to our guests like that. They are valued guests. Get out!" She then escorted him off the property. It became an Instagram post. He resigned his post.

6. Billionaire CEO of Fisher Investment makes a 'sexist' comment speaking at a conference. He too apologizes however gossip says it's not his first time he's used such language publicly. The state of Michigan is said to have removed $600 million of it's pension fund from his wealth management firm.

7. Pope Francis Slaps Woman's Hand to Free Himself @ The Vatican New Year's Eve 2019. Despite a viral video which explained the woman's urgency and strong hold upon the Pope's hands during his walk along the crowd, he was criticized for his act. This coincides with his open hesitancy towards the 'kiss of the ring' which is a agreed means of spreading unwanted 'germs'. I suppose, after COVID-19, and other contagious diseases spread socially, it may have become the 'kiss of death' and not found the traditional value as a celebration of life and honor. Pope Francis respectfully issued a statement: '

"I apologise for the bad example yesterday .....sometimes even lose patience."

8. Paula Deen, the tele-chef, apologized in admittance to having used the N-word in the past and for racial slurs from her youth. Her youtube video, she suggest it was inappropriate and hurtful language then begging for forgiveness. This falls on the tail of two television cooking programs, 14 published books, and a line of cookware in our market places.

In addition are a few successful boycotts carried out around the world:

1. Royal Caribbean Cruises 2004 for purification technology
2. Inditex Group in 2005 against fur trade
3. Donna Karen DKNY for discrimination and fair pay wage in 2008
4. Nestle' inspired through Greenpeace for zero deforestation policy in their use of palm oil supply chain in 2010

Morals

Moral is of principles and beliefs relative to what is right and wrong behavior.

Morel is an edible fungus

Is it moral to attempt devastating or shunning a company's rating and social value over words used in context of his personal opinion? Freedom of speech and the sense of protectionism this country has fought for it's citizens since the masses understood the Constitution and it's intentions as imposed upon one another gets lost in the midst of emotional turmoil situations such as government elections generate. This situation for Mr. Unanue is not without the same considerations as we can not disregard his right to 'personal' opinion and choice in political affiliation. There also is the concept of political mayhem as the country sat awaiting validation of the voting process it'd gone through for the Presidential election. Questions as with other elections in respects to the 'appropriateness' of hand counted votes and the improvised COVID-19 process lingered. The consideration of how harshly others can lash out at his speech is the primary measure as to the wisdom in attacking an entire corporation in making it assume the 'backlash' and not just Mr. Unanue. It seems in direct line with this 'cancel' culture permeating the country and world at this time.

It becomes a rude sense of thank you to a company so communally involved.

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