Trending Issues

Jessica Thackerson

Rasmussen College

**Trending Issues**

The industry of foods is faced with a number of ethical issues. This case has not left out some of the players like the company in focus. The Good Enough to Eat Company have had its own share of issues that have affected it to some extent in relation to quality and quantity. As analyzed in the previous assignment, the company has had complaints from customers. Most of the customers were complaining concerning the quality of foods that was offered to them by the company while others were complaining of the quantity. This raises the two major ethical aspects in the food industry by comparison. The first aspect is on pricing of foods in relation to the quantity being offered to the customers. The second ethical aspect is the quality of food in as far as freshness and fitness for purpose is concerned. The third ethical issue would be the health impact of the foods taken and lastly advertisements and information disclosure (Ingram, 2016). These elements of ethical considerations for the food industry, in which the focus company operates are expounded below.

To begin with, the issue of quantity and its association with the quantity is an ethical issue that is facing many a food companies. Ethics dictate that the price of the commodity being sold should be equal with the quantity. To bring this closer home, the more the price, the customers expect that there will be more quantity for the product. This is however not the case that has been happening in a number of food companies. They overprice products at the detriment of the customer.

The second aspect is the quality. Good ethics tell that companies should offer proper quality of foods under all circumstances. This has regrettably not been the case with quite a number of companies. They neglect quality at the expense of the consumer’s health. Although there are various government agencies that are involved with ensuring that all food companies follow a set of rules, they are not able to fully control this which sees some outlets endangering the health of their consumers (Nestle, 2013).

The fourth ethical concern is aspect of disclosure. There have been ongoing discussions as to whether food and beverage companies should disclose all information concerning the products that they offer to their customers. The argument brought in support of this construct is that the consumers can be able to make better choices on what and what not to consume. The lot of these products is the preservatives and additives that are known by most people to be injurious to the health of those who consume it. Understanding this, companies become moderate and sometimes do not reveal the real ingredients in their product. This is a major issue in the ethics of foods. Following ethics would see all food companies reveal what they have as ingredients.

Besides these, there is the advertisements. Most of the companies in the food industry run advertisements in print and digital platforms. Most of the time, they tell of the positive side of their product. They never will tell of the negative side of overconsumptions of say, sodas. The outstanding ethical issue here is whether these food companies should be compelled to make known all aspects of their products in advertisements. More closely, what and what not to reveal in advertisements. On this very note, there are food companies that go completely against the code of ethics to give false information on adverts concerning a commodity on sale. This remains a major ethical issue in the food industry.

In conclusion, the food industry, in which Good enough to Eat Company operates have various ethical issues that need to be addressed. These ethical issues include fair pricing of commodities, ensuring quality of food products, Disclosure of information and ethical advertising. All these factors, when addressed in the manner they should would see the industry grow beyond the current estimates since it would boost buyers’ confidence.

# Reference List

Ingram, D. (2016, January 12). *Code of ethichs for food establishments*. Retrieved from Small Business.Chron: http://smallbusiness.chron.com/code-ethics-food-establishments-10815.html

Nestle, M. (2013, March 21). *If we want food companies to act ethically...* Retrieved from Food Politics: http://www.foodpolitics.com/2013/03/if-we-want-food-companies-to-act-ethically/