



# News You Can Use

## WhiteWave



WhiteWave [released](#) its [2014-2015 Corporate Social Responsibility Report](#), which includes new 2025 reduction targets in the areas of waste, water use, greenhouse gas emissions, and energy use. The report also details the company's significant achievements in sourcing, waste reduction and water use from 2014-2015. The release quotes CEO Gregg Engles, who emphasizes WhiteWave's commitment to producing great-tasting food in a way that's better for people and the planet. The release has been reposted by [Yahoo! Finance](#) and [Nasdaq](#), among others. Additionally, [Food Business News](#), [Just-Food](#), [Organic Authority](#), [Refrigerated & Frozen Foods](#) and the *Corporate Eco Forum* (CEF) Weekly Briefing Newsletter, which is distributed to more than 4,000 subscribers, highlighted WhiteWave's sustainability efforts as outlined in the report.

## Plant-based Foods and Beverages



[Rolling Stone](#) posted a review of DJ Khaled's ninth album, *Major Key*. The album is Khaled's "first since attaining Silk soy-milk pitchman status," the article says, "but he hasn't let his viral success change his tried-and-true formula. It's still a blur of T-shirt-waving salvos and bass that can carve dunes into the Florida sand, and cameos from every rapper on the planet."



In celebration of National Raspberry Cream Pie Day on Aug. 1, [Hungry-Girl](#) Lisa Lillian suggested skipping the pie crust in favor of a bowl of raspberries with all-natural light whipped topping from brands like So Delicious or Truwhip instead.

## Fresh Foods



California news outlet, [Benito Link](#) mentioned Earthbound Farm as a premiere sponsor of the United Way of San Benito County's fourth annual "Stuff the Bus" initiative, which aims to provide backpacks and school supplies to children in need for back-to-school season.

## Premium Dairy



South Dakota news outlet, [KSFY](#) reported that Land O'Lakes donated 40,000 pounds of macaroni and cheese to Feeding South Dakota food pantry. Feeding South Dakota spokesman, Matt Gassen, says the donation was especially impactful since "mac and cheese is easy to make, it's something everyone likes and it provides calories to give people the energy they need." The post includes a quote from Land O'Lakes spokeswoman Lynn Boadwine reiterating the importance of local food programs.

Potsdam, New York outlet [North Country Now](#) reported that local resident Mia Brown was awarded a \$2,500 Horizon Organic Producer Education (HOPE) scholarship. Brown, a two-time recipient of the scholarship, will use the money to further her education with the goal of owning her own dairy farm in the future and educating others on the importance of organic agriculture.

## Coffee Creamers and Beverages



[BevNet](#) posted a mixed review of STÖK Mocha and Vanilla Cold-Brew Coffees, saying the products' flavors lead with milk and sweeteners first, and coffee second (which it notes, isn't atypical of flavored coffee drinks). While the article praises the packaging as "bold and clean, with a design that's appealing to the eye and easy to read," it argues that it's "going to take some serious brand building effort to get traction with STÖK," compared to established players in the cold-brew coffee category, such as Starbucks.

## Industry

President Obama signed the Roberts-Stabenow GMO labeling bill requiring food packages to carry a text label, a symbol or an electronic code to indicate the presence of genetically modified ingredients. Several outlets, including [The Associated Press](#), [Fortune](#) and [ABC News](#), report that the details of the new bill have yet to be worked out. The Agriculture Department has two years to write the rules, which will preempt Vermont's labelling law that took effect earlier this month.



MorningStar Farms recently conducted a [study](#) in collaboration with environmental consultancy firm, Quantis, which found that if every U.S. adult switched one meal containing meat for a veggie meal per year, they could save over one hundred thousand acres of land, billions of gallons of fresh water and millions of car miles in green gas emissions. As a call to action to get consumers to eat less meat, MorningStar Farms created a #WayToVeg [video](#) highlighting the negative impact of meat on the environment.

[Forbes](#) reported that San Francisco biotech startup, New Wave Foods, has engineered a new alternative shrimp product made from red algae and other plant-based ingredients. The article includes commentary from an investor in the startup, Bruce Friedrich, who highlights that conventional seafood is second only to beef for its contribution to climate change, and coupled with other health and environmental factors, Friedrich suggests that “plant-based meat is the future of food.”



As part of a larger story on the evolution of food technology company, Hampton Creek, [Fast Company](#) highlighted the growing market for healthy and delicious plant-based foods. For example, Compass Group – a global food-service company that serves nearly four billion meals a year – has partnered with Hampton Creek to position itself as “healthy and mission-driven,” according to Compass Group Executive Vice President, Susie Weintraub. Further, in light of widespread popularity of its products, Hampton Creek has nearly four dozen vegan products in the pipeline in the near term, including eggless scrambled eggs.



Dunkin' Donuts [announced](#) a new line of Dunkin' Donuts' Cold Brew coffee, available at Dunkin' Donuts restaurants nationwide beginning August 1. The product, which launched at select restaurants in New York and California earlier this summer, is prepared by hand each day and customized based on guest preference. Its extended brewing process reportedly “provides a rich, smooth coffee with an inherently sweeter flavor reminiscent of dark chocolate.”

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