

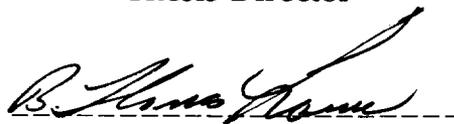
**Analysis of
Environmental Certifications
&
Seals of Approval**

An Honors Thesis (ID 499)

by

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A handwritten signature in cursive script, appearing to read "B. Anne Jones", is written over a horizontal dashed line.

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INTRODUCTION

The Problem

As the environmental movement gains awareness in many nations, people have been looking for a way to become directly involved. Many countries have created environmental seals of approval for certification of various products distinguishing them as environmentally friendly products. The United States does not have one national seal, but has many independent groups developing several types of seals. There are also individual retailers which have taken special efforts to declare certain products as environmentally friendly. Because of the number and variety of environmental seals being developed, there lies great potential for confusion when these labels are placed on products in the 1990's. This is a problem that calls for our immediate attention to avoid disorder in the market place.

THE NEED FOR INFORMATIVE ENVIRONMENTAL LABELS

Today United States consumers have been flooded with information about all types of environmental issues. Global pollution has increased both in the air and in the water. The Earth's ozone layer is slowly disappearing while its tropical rain forests are vanishing quickly. An additional issue that directly effects the people of many nations is the solid waste disposal problem. As landfills are becoming increasingly filled, consumers will be forced to shop with the safety of the environment in mind. They will need to look for and buy products with less packaging that will also realistically decompose in the landfills. People will need legitimate information about the various products

available to them. A recent Gallup survey showed that 90% of consumers were willing to sacrifice convenience, as well as, pay more for environmentally safer products (Solheim 29).

Environmental Revolution

The way the people of the world are beginning to think about the environment is not just a temporary fad. It is the rebirth of a revolution which began in the 1970's. At that time, the environmentalist joined together to educate the world about the environmental problems by establishing the first Earth Day on April 22, 1970. Slowly, the environmental movement moved from a single focus on resources to one concerned with consumer issues. Individuals everywhere have started to visualize events that are becoming life threatening, and they must take an active part in helping to heal their environment. People will be learning all they can about the environment, especially how they can take specific action. Thus, consumers, need to be aware of the choices they have when shopping for products.

As result of this consumer demand, companies see a great profit potential in the marketing of environmentally safe products that has been given the name "green marketing." By the year 1996, more than half of all United States households will consist of environmentally responsible shoppers (*Most Shoppers* 18). The quick pace of this major consumer movement, has tempted many manufacturers not to actually change the product and/or packaging, but convince consumers through their marketing plans that one of them has been changed. These manufacturers want to grab their share of this "green" market before their technology has actually

produced a safer products. With environmental education on the rise, these manufacturers will pay heavily once consumers find out about their deceiving marketing methods.

Definitions

Manufacturers who have already developed environmentally safer products are drawing consumer's attention to these products by using various types of labeling. Soon there may be environmental seals of approval available for manufacturers to request placed on certain products to insure consumers of the truthfulness of the manufacturer's claim of environmental safety. However, consumers need not only read the environmental statements being made on labels, but know more precisely what the environmental terms mean.

Everyday another product's label contains an environmental claim of some kind. Lately, consumers have begun to show concern over such environmental terms as degradability and recyclability. The plastics industry is the most prominent user of the ambiguous term degradability as a label on its products. The different types of degradability are determined by their needed elements to decompose; for instance, degradability simply means that the item will eventually decompose. For an item to be biodegradable, it needs to be in contact with air, water, and sunlight (D'Innocenzio 36) and to be photodegradable, it needs to have exposure to sunlight for an undetermined length of time (Solheim 30).

When it comes to recycling, the consumer needs to know if the product is recyclable and where to take it if it is. Many people and organizations collect aluminum cans and recycle them and now some large

companies have launched their own major recycling efforts. McDonald's, one of the largest fast food restaurants, now produces its foam shell containers without the harmful fully halogenated chlorofluorocarbons and their New England stores have started a very large polystyrene recycling program. This recycled material is then used for items such as videocassette casing and home insulation board (McDonald's 6). From an environmentalist point of view, any type of packaging or product that claims to be recyclable must actually be recycled in order for any benefit to occur. However, the Department of Public Works in the city of Indianapolis, Indiana, has recently began encouraging its citizens to throw away their newspapers instead of taking them to be recycled. The city wants the newspapers in the trash to help fuel their resource recycling plant which provides power to the downtown area. The Indiana Department of Environmental Management discourages such action because of its obvious breach of sound environmental policy (Hanafee 1).

THE USES OF ENVIRONMENTAL LABELS IN SOCIETY

The main purpose of printing environmental information on labels is to benefit both the consumers and the environment. People trust and depend upon many labels, stamps, and seals being used on products in the market today to help them make wiser choices concerning the products they intend to buy. One may notice the American Dental Association's seal on various toothpaste products as to certify their approval, or one may read the Surgeon General's warning label on products such as cigarettes and liquor stating their possible harmful effects. The Underwriters Laboratory seal is an

example of a non-profit national seal which certifies the safety of many different products. Generally, this type of seal allows consumers to develop a faith in the system which safeguards them from danger concerning their health.

The main objective of using environmental messages on labels is to help inform consumers about the products available to them which are safer for the environment. It would take much time and effort for the average consumer to learn about the environmental effects of the products; therefore, seals would provide a quick and convenient way for consumers to be informed about the various product choices. In the last few decades, the marketing of products has been focused on providing convenience for consumers so environmental shopping must remain convenient to assist them in making a smooth transition of their shopping habits. Green seals on products will make it easier to begin thinking environmentally more often.

Advertising plays a vital role in today's market, because people will ordinarily make purchases by the type of advertising they hear, read, or see. Consumers will be relying on the truth in all of the systems of environmental labeling that are now in progress. It must especially remain trustworthy for those consumers who do not read the information on labels but simply buy a product because of the distinguishable green seal. The certification of these specific products will hold much credibility with the average consumer as did the Good Housekeeping Seal of Approval in the 1950's. It is difficult to distinguish the many differences in seals proclaiming either the product or the packaging as environmentally safe.

Green seals will indicate that a product has undergone a change so that it is now considered less harmful to the environment. These are the

types of seals consumers should be initially looking for on the shelves. Some of these green seals may indicate the changes in the ingredients or materials used that makes the product safer and other labels will not. Sometimes manufacturers include an environment message on a product, has only eliminated a harmful procedure in its production process.

Many manufacturers are now using environmentally safe packaging by using recycled materials, water-based inks and coatings, and through general source reduction, but the environmental message may not always make the distinction. A common form of environmental package labeling is that of the recyclable symbol. Created in April of 1988, this triangular symbol made with arrows is used on aluminum, as well as, plastic. The symbol reminds consumers that the package is recyclable; however, the symbol should not be confused as to indicate that it was made from recycled material. In the plastics industry, a number is included with this symbol and below it are letters indicating the resin type which aids in the recycling process (Plastics and the Environment 78). Further development on these types of labels will allow consumers to purchase safe products without becoming an expert on the labeling procedures.

SOURCES OF ENVIRONMENTAL LABELING

Endorsements by Environmental Societies

The variety of labels comes from an equal number of sources. Some well known environmental groups, such as the Sierra Club, are being approached by product manufacturers to allow them to use their club name and their logo on specific products which the manufacturer claims to be

environmentally good. These organizations are being offered royalties and other kinds of substantial payments to entice them to consider these offers. The manufacturers' also claim that this will let their organization's message of environmentalism be more loudly heard by more of humanity (Stipp, *Ecology Groups*, B1). The Audubon Society has already been involved in similar activities by allowing its name to appear on specific brands of birdseed and binoculars (Stipp, *Ecology Groups*, B1). If these organizations do agree to start endorsing such regular household products, they should be allowed to judge the product for environmental safety to their own list of criteria.

Labels by Retailers

Several major retailing stores have begun taking their own steps toward meeting the consumer demand for green products. Wal-Mart launched its nationwide environmental awareness campaign in August of 1989 (Turcsik 10). It is now using shelf tags in the aisles to bring to the customers' attention where a green product may be found (Solheim 29). These tags include a brief explanation as to why they are better according to Wal-Mart's own environmental safety standards (Turcsik 10). The first products to be highlighted were national brands of household cleaners and similar non-food categories. However, the extent of the environmental awareness is up to each individual store manager who decides when shelf tags are to be used (Turcsik 10). Several companies who supply products for Wal-Mart are complementing the retail chain on the wonderful job they have been doing to help educate the public, as well as, helping to boost their own product sales by endorsing one of their products with a green shelf tag (Turcsik 10).

In 1989, Loblaw, a Canadian food distributor introduced their own "President's Choice Green" label for earth friendly products (Karolefski 16). They chose one hundred of their products to bear this seal; however, Pollution Probe, a Canadian environmental group, has judged only ten of these items as being truly better for the environment (Bremner 50). Loblaw has also made many administrative efforts, including trimming the size of its advertising flyers which are made from recycled paper with canola-based ink. At the present time, they are consumer testing a reusable mesh-style shopping bag to replace their plastic bags (Kryhul 24). When manufacturers are allowed to put green labels on their own products, there is more potential for false advertising and misleading information than with independent groups.

Seals of Approval by Independent Groups

There are three main sources for the seals of approval at this time in the United States. They are called the Green Cross, Green Seal, and the Good Earthkeeping Pledge. These seals have very similar objectives; however, their approaches are quite different (Fruehling). Each independent group has created its own specific requirements for certification, but to the consumer each green seal ultimately looks the same.

Green Cross is a private non-profit California based group whose logo is scheduled to appear beginning mid-July 1990 in four national supermarket chains on the West Coast (Fisher 76). For a product to be evaluated, the manufacturer must voluntarily request a review which will consist of an investigation of the manufacturer's claim about the product and possibly their company. Their labeling process will look for the maximum practical

amount of recycled materials to be used (D'Innocenzio 1) or the overall energy efficiency of the company (Fruehling). Very few products that will be awarded this strict certification are required to pay a fee to cover the cost of analysis and apply for annual renewal. The Green Cross Recycling Seal of Approval is especially for packaging which meets the standards of recycled usage (D'Innocenzio 1).

Another main environmental seal of approval is the Green Seal which will not be issued until the year 1991. Green Seal Inc., formerly known as the Alliance for Social Responsibility, is a private non-profit Washington based group (Fisher 76). The standard for this organization is to review products in a category and then suggest which of these is environmentally preferable (Fruehling). These products' manufacturers will need to pay an annual licensing fee for the use of the seal (*How Green* 44). Some special manufacturers have been invited to participate in certain categories which include, laundry detergents, toilet paper, light bulbs, and cleaners (Fruehling).

The third main seal is the Good Earthkeeping Pledge. Unlike the previous two seals, this seal will not certify products, but only companies who commit to an established Good Earthkeeping Code of Corporate Environmental Responsibility. This nine-point code includes such aspects as reduction of pollution, compliance to environmental regulations, and commitment to recycling. An annual membership fee is required of these approved companies plus the cost of processing the application and compliance testing. Although this seal may be used by these companies on any business correspondence, or promotional material, it may not be specifically used as an endorsement (Fisher 76).

These three individual groups require a higher standard than either the retailers labels with environmental information or the endorsements by environmental societies which allows the product to earn its certification, rather than a manufacturer giving the product its green label.

IMPACT OF GREEN MARKETING

The people of the United States have already begun to see the impact of "green marketing" by the amount of environmental labels appearing on the shelves. Indeed this movement has been gaining momentum quite quickly including parts of Europe and Asia. One positive factor which is quite evident is the incentive to manufacturers to increase the environmental safety in all of their products. The "green marketing" movement has allowed some large companies to launch major public relations efforts to show their "green," such as Wal-Mart's full page ad in *The Wall Street Journal* expressing their "commitment to our land, air, and water" (Turcsik 10). The majority of these companies have done nothing wrong, but want to gain a share of public loyalty. Target, a large retailing chain, became the international sponsor of "Kids for Saving the Earth" and began printing environmental messages on their shopping bags (Dayton Hudson).

Because of this swift change in marketing tactics, consumers will indeed see a substantial change in products by some companies. The increase in environmental education among consumers is so vast that companies will fear trying to fool the public, by offering products that are not as environmentally safe as they claim. Consumers will need to accept a small increase in the price of products to allow for manufacturers' increase in

research and development costs. Most chemical products will only be changing to environmentally safe packaging until a safer chemical substitute for the product itself can be found. This may include reducing excess packaging and using recycled paper for packaging. For example, Proctor & Gamble is currently experimenting with the production of liquid detergent in refillable pouches (Bremner 50).

Benefits of Obtaining a Seal

If consumers play a part in helping the environment by buying safe products, they feel good about themselves. They would also be decreasing the amount of harmful contaminants entering the landfills. Consumer are in effect casting their vote at the cash register to emphasize to manufacturers that they want safer products. If a company promotes their production of green products effectively, the consumer will support the company by buying its products.

They may assume that the companies themselves are environmentally safe and buy other products which may not be safe. The effects of having a certification seal on a product not only attracts the attention of the responsible shopper, but also the not-so-environmentally conscience.

Effects on Non-Labeled Products

On the shelves alongside those products which have been approved, there will be products that have not. These non-labeled products may soon have a dark cloud cast around them by consumers. Unfortunately, not all of these non-labeled products deserve such treatment. There are those products

which are not environmentally safe and deserve to be overlooked by consumers; however, some of these products have not attempted to be approved. Those foreseen to be hurt the most are the many small manufacturers who can not afford the annual certification fees for their products. These non-labeled product manufacturers may have the same poor value reflected upon them.

In Britain, there has been a proposed blacklist to coincide with those products who fail to make the grade in the certification process (Redmond 1). In many of the recent green consumer guide books which have been published, there have been blacklists created by surveys of various companies that compare their overall goodness in aspects other than environmental safety, such as, charitable donations and advancement of women (Levy 15).

Potential Abuse of the Labeling Process

Many companies see a tremendous profit potential in the "green marketing" movement, and as with any such opportunity, there comes those determined to take advantage of it. There is obvious corruption possible in the labeling process, the production, and the marketing.

The biggest potential for fraud lies in the criteria for the labeling processes. In the United States the varied list of criteria from each of these labels easily allows for product fraud. Under some manufacturer's weak criteria, green labels could be given to products that have not changed or only one insignificant ingredient or material has changed for the better. Sometimes an overall green label is placed on a product that has changed only its packaging, and not the product. Consumers may be easily confused

by these deceiving labeling techniques being used, and unfortunately, these products will be mistakenly considered as good as those products which really have changed for the better.

One easy way for manufacturers to satisfy the demand for green products is to mislead the consumer by the ambiguous terms mentioned previously. Friends of the Earth, a London based environmental group, has begun an annual "Green Con Award" to be given to companies who have developed deceiving green marketing advertising to influence the consumers (Stipp, *Introducing*, B1). It may be difficult for the unwary consumer to realize if they are a victim of the companies intended misleading or if a small part of the confusion comes from the lack of their own environmental education. Consumers are forced to trust the many different labeling groups, organizations and committees. It seems apparent that to insure truthfulness in the manufacturer's claim a uniform list of criteria for labeling should be developed.

Under the process of approving products for seals of approval, there is commonly a required fee to be paid. The potential for bribery among these groups and the manufacturers should be considered very high despite the groups beneficent objectives. Any amount paid would be a small price to pay for many big companies who have much to gain in the long run. It would also prove tempting for a manufacture to indirectly establish their own "independent" labeling group to secretly endorse their own products. Companies should realize that the public is very serious about environmental issues, and the consequences of any discovery would prove to

be extremely costly not only financially, but in the public's unforgetful mind. Government regulation could help decrease this extreme amount of labeling abuse.

INTERNATIONAL COMPARISONS

The importance of a healthy environment has needed to be a world concern for a long time. Although some countries have been making great strides to clean up their national environments, it has just recently gained a high popularity in the past few decades. The idea of a worldwide symbol for environmentally good products may be in the very distant future; however, such a worldwide symbol would be quite useful when Europe begins its open market trading in 1992.

Several countries should be congratulated on the actions they have taken toward a cleaner environment. Not only has there been an increase in environmental legislation, but many countries have already addressed the solid waste problem by establishing a national environmental seal of approval for safer products. Most of these symbols are government sponsored labeling processes which should prove to the United States that a government seal of approval program can be successful and improve the overall industry standards of their respective nations. The symbol known as the Blue Angel has been adopted by The United Nations Environment Program, and other countries have begun to use this symbol as well.

In 1974, West Germany adopted the Blue Angel as their national environmental seal of approval. This seal is placed on products which are less threatening to the ecosystem from six different categories. In the last few years the Blue Angel seal has grown in popularity and is now pictured on

3,500 products, including low-emission oil burners and recycled tires (Wickerhauser 86). The process of labeling these varied products is the responsibility of three government agencies, numerous experts and special interest groups, and an independent jury. Together they study products voted by the German public every year for review, but they now only approve three or four to receive the seal, which also includes a short reason why it is better than most (Wickerhauser 86). The Canadian government established its own symbol called Environmental Choice almost a year ago. The seal evaluates products under the criteria of use, manufacturing, and disposal, and ten product group standards have already been set (Wickerhauser 86). The EcoMark, the environmental symbol of the Japanese, was created "to encourage an environmentally friendly life style"(Wickerhauser 88). This symbol not only appears on products whose contents are environmentally safe, but on products which are made for the good of the environmental effort, such as books on the environment and compost bins (Wickerhauser 88).

CASE STUDIES

View of the Labeling Situation By a Manufacturer

Ball Corporation is an international packaging manufacturer headquartered in Muncie, Indiana. The five Ball brothers began their business careers in the early 1880's when they purchased a wooden jacket container company in their home state of New York. Eventually, production turned to making oil tanks and glass oil cans and the brothers followed the natural gas boom in the Midwest to fuel their manufacturing process. The

Ball Brothers Glass Manufacturing Company was incorporated in 1886 and moved to Muncie, Indiana the following year. Soon afterwards, the company began producing the famous "Mason" Fruit Jars with zinc lids and became one of the world's largest fruit jar producers. Through the nation's economic hardships, the company prospered, due to the economic nature of household canning. During the 1940's, their glass, rubber, and zinc industries were used to help the war effort. Through years of acquisitions, Ball Corporation has become a leading packaging manufacturer and today produces a variety of products, including lubricants, antennas, telescopes for spacecraft, and industrial and professional television displays (Birmingham 1980).

According to Mr. William P. Mahoney, Manager of Product Affairs, they have not yet been approached to print any type of green label on a product by the companies they serve. Nor have they been approached by any independent labeling group. On the few products they do manufacture for the general consumer, they have not established any type of green label or plan to do so in the future.

Environmental issues at Ball Corporation are the responsibility of one person in each of their respective operations. Each of these operations does require its own environmental director; however, this decentralized authority would make any environmental decision for the corporation very complex and time consuming.

The corporation has been using partially recycled glass fragments for many years because of simple economics. Their aluminum manufacturing of beverage cans, and some food cans, may not always be recycled back into beverage cans, but may be exported overseas. Ball Corporation's recycling efforts are mainly focused on the use of the uniform recycling symbol in its

new plastics division where there are many federal regulations. They do have glass recycling bins near some of their factories, but the problem for all companies using recycled materials is to find a market for the end product. Both companies and various trade associations look for secondary market opportunities for all types of recycled materials.

Mr. Mahoney believes the environmental movement is only in the beginning stages of a very slow change. Businesses have always been motivated by economics, and it will take some time for them to react efficiently to the environmental movement. Mr. Mahoney, believes the various labeling groups have developed their process too quickly, and he predicts the average consumer to ignore them all rather than make the effort to understand them. A uniform set of standards could be established to help certify particular environmentally safe products. Mr. Mahoney believes that the government does not need to create its own certification, but they do need to set regulations on a national level. In his opinion, government labels work better in other countries because the environmental movement there is very politically oriented. According to Mr. Mahoney, the green labeling of products is a "complex issue that defies simplistic answers."

View of the Labeling Situation By a Retailer

Marsh Supermarkets, headquartered in Yorktown, Indiana, has made great efforts to help consumers untangle the complex issues of the environment. Ermel Marsh began working in the food industry at a very early age and established his own store, Marsh Food Stores, Inc., in 1933. At this time, financing expansion proved quite difficult, but Marsh managed to expand to six stores by 1943 and he began to increase his store sizes until he

had created Muncie's first supermarket. Marsh started its manufacturing with ice cream and later added bakeries to many stores. In 1952, Yorktown was chosen as the new location for their headquarters, known as the Marsh Food Center, and the company was restructured to become Marsh Foodliners, Inc. In the following years, Marsh created a convenience store chain, Village Pantry, and introduced the world's first laser "scanner" in the supermarket industry. Today Marsh has grown to include over seventy supermarkets, and over one hundred convenient stores in Indiana and Ohio (Lasting Values 1984).

Mary Ann Pahud, Director of Corporate Affairs, views the current variety of labels to be a sure source of confusion and misinformation for consumers and says Marsh has no intentions of creating their own green labeling system. The administration at Marsh has seen the importance of environmental awareness and established its own task force in 1989 to become active in the whole recycling system and to focus on consumers needs. Marsh has recycling bins at several of their locations and is currently considering a polystyrene recycling plan. Free handbooks have been distributed to their customers, explaining how individuals can make a difference in the various aspects of recycling and environmental responsibility.

Although she estimates that it will take a lot longer for consumers to actually see the various independent group's approved products on the shelves, Mrs. Pahud predicts the overall future of these labels to follow the same terminal route as the American Heart Association's label. Marsh would like to see the government become involved in establishing one symbol with one labeling process to help discourage corruption. Because of their

association with numerous suppliers of varying sizes, Marsh is also skeptical about the fairness of the required fees in the current labeling system which they feel will prove to be financially unbearable for the small companies. Mrs. Pahud believes the best way to help consumers is to enhance their overall environmental educate them for "what may be true today, may not be true tomorrow."

The previous two case studies were conducted to investigate the view of the labeling situation by those who are directly involved. As a packaging manufacturer Ball Corporation may be requested very soon by their customers very soon to help them reduce their packaging or introduce a green label on their product. The retailers of this nation are involved in green marketing from every direction. Marsh buys products from manufacturers with and without green labels and sells to the environmentally minded consumers. They must be alert to the market trends to stay successful.

THE GOVERNMENT'S ROLE

During the first environmental movement in the 1970's, the United States Government took action and created the National Environmental Protection Act which allowed for many regulations, requirements for governmental permits, approvals and financing for various projects (Parenteau 104). Along with this act, the two cornerstones of United States environmental legislation were created, the Clean Water Act and the Clean Air Act. These two acts stood as "the world's most vigorous pollution control efforts" and were considered models for other nations (Commoner 104). The

Environmental Protection Agency was also established at this time to oversee the nations environmental issues. Today it is currently being considered for Cabinet status so that it will receive the needed increase in power to face the nation's environmental problems (Smith 31).

The United States Federal Government needs to become involved in the present green labeling system before consumers are entirely discouraged to act upon any environmental concern. The biggest problem with the current labeling system is its inconsistency among labeling sources. With the amount of manufacturer's green labels already present and the seals of approval soon to be on the product shelves, the consumer will be looking toward their government to help explain their meanings. The government has made efforts to educate society, but they must regulate these labels until a stronger and more centralized system is developed.

In the food industry, a uniform labeling system is desired and encouraged to be national (Freeman 73). The FDA is now enforcing new food-labeling guidelines that will severely restrict nutritional claims by manufacturers so that only labels with proven research will be allowed on products (*Taking the bite* 12). Recently, the American Heart Association created their own seal of approval to be placed on food items that they judged as low in cholesterol, sodium, or fats (Lipman B1). Approved products were to pay a fee and the companies are encouraged to use the logo on their advertising which is quite similar to that of the environmental seals of approval. The Food and Drug Administration disapproved of such third party endorsements stating the label would "increase consumer confusion and hamper any comprehensive solution to the food-labeling problem" (Lipman B1). The American Heart Association has dropped its label, and the

FDA is considering more regulations concerning future labeling. The EPA should follow the FDA's example concerning labeling so they may also avoid any future confusion. Government action is needed because the current environmental labeling system is too unstable to support an entire nation's intent to help the environment.

CONCLUSIONS

The seriousness of the solid waste problem is now in sight, and it is going to take a collective effort of consumer action to begin the solution. Part of the solution to the problem involves consumers shopping responsibility with the environment in mind whenever the choice exists. The market greatly needs a single uniform environmental label to assist consumers in identifying safe products in the 1990's. If a product which was environmentally safe would be marked with an environmental label that was easily identifiable and judged by a responsible and trustworthy group, shoppers would have a simplified way to take direct action. This label could appear on any item that met a standard set of criteria for that type of product and would require an annual compliance test. This process could be regulated by the federal government which has the needed power of enforcement. It will take appropriately enforced regulations of these concerns to lead manufacturers to an overall improvement in their products and their production processes. Such government involvement should not be viewed as forcing the consumer to buy a specific product, only as a notification of a less harmful product choice. The variety of environmental information on

labels currently displayed on products is confusing and would only become more complex if the certifications of independent groups reach the product shelves. The impact of green marketing has left manufacturers with the an increased opportunity of taking advantage of the consumers' intentions. Many green labels have already been used for the benefit of the manufacturers, rather than for the good of the consumers and this opportunity will exist until the government takes regulatory action.

The case studies conducted proved that the environmental movement has not reached a majority of the businesses in this area. Ball Corporation had not yet been effected by this issue, and unfortunately, seems to be lacking any initiative to increase their vision of environmental awareness. Ball Corporation is missing a wonderful opportunity to benefit the Muncie community, and the entire nation by becoming more involved in recycling efforts. This includes encouraging others to take recycling action, such as their packaging customers and the people of the towns where they do business. Marsh, who has constant contact with its customers, has already taken specific action. They have realized the need of the mass majority of the consumers and has included it into their corporate vision for the future. Their role as a business leader is a model for other businesses to increase their community involvement.

The consumer's role must be an active one; therefore, more research is needed to find the most helpful ways to assist them. The technology to improve products environmental does exist, but the improvement must be effectively introduced through one simple seal. People must now encourage their government to become involved to regulate environmental labeling on

their behalf as they did with food labels. The future condition of our environment has now been appropriately placed in our hands, and we must not ignore our responsibility to act upon the solution.

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