

November 20, 2019

Dear Decision Makers,

We, the concerned Johns Hopkins University (JHU) community, consisting of undergraduates, graduates, faculty members, staff, alumni, administrators, student family members, and the greater Baltimore area, demand that JHU refuse to renew an exclusive Pouring Rights contract with PepsiCo. We call on the University to uphold its commitment to promoting environmental sustainability and human ethics by refraining from seeking another exclusive contract with PepsiCo. In doing so, JHU will demonstrate a rejection of the socially and ecologically unsustainable practices of profit-hungry corporations. By taking this action, the University can promote a food system that supports local and sustainable sourcing, fair labor practices, and shared governance with our campus.

This past week we have discussed this issue with the Johns Hopkins community and collected people's thoughts through an online form found here:

<https://forms.gle/h6aQatNZvpNqerJE9>

We received 84 responses, all of which can be found at the end of this document. We thought we'd highlight some of the answers here. With regards to what values the institution should uphold, Hopkins community members wrote:

- "I would like the institution I belong to to represent the values of the people they're supposed to represent."
- "Hopkins is a large institution which puts it in a prime position from which they can in act positive impact on its community and students. Baltimore has problems that Hopkins is uniquely equipped to solve by choosing to spend their money on products that benefit individuals in the city. With regard to its students, Hopkins needs to set an example to the future generations that it is good to be environmentally friendly and organic, local food and drinks is the best way to shop."
- "Hopkins should teach and guide it's students not just through classes, but through the actions of those in power at the school. It should strive to make its students proud to call themselves blue jays. The academic prestige is something to be proud of, but I want to know that the people running this place aren't just concerned about reputation or profit, but are working towards running the best school they can for everyone in the community."
- "Support for oppressed and marginalized communities, using their endowment responsibly and ethically, incorporating the voices of affiliates in the landscape of our campuses"
- "As the top public health institution in the country, it should follow that the school promotes policies in accordance with the public health data."

With regards to why they oppose an exclusive contract between JHU and PepsiCo, community members wrote:

- "continuing to support companies that have proved time after time that their only goal is to acquire wealth with no regard for the consequences is unethical."

- “As a prominent global institution, Hopkins should only partner with companies that hold the same values. By choosing to partner with PepsiCo, we tacitly endorse their harmful practices”
- “We need to do better about practicing what we preach in regards to our commitment to our local community and all students. This contract directly opposes that supposed commitment. The university this past year has prided itself in welcoming its most diverse class yet. With Bloomberg’s gift, our student body is becoming more and more economically diverse as well. By upholding a contract with PepsiCo and therefore upholding a monopolization of products, there are less options to accommodate and truly welcome all students. By renewing a contract with Pepsi, JHU condones unsustainable practices, the prioritization of profit gain over wellbeing, the inhibition of local community partnerships, and removal of agency from its students.”
- “I oppose an exclusive contract between PepsiCo and JHU because Hopkins should reflect the values of integrity, freedom, and honesty that it teaches. Maintaining contracts with corporations such as Pepsi completely delegitimizes the university by going against the values that JHU was founded on. Hopkins has the power to make the world a better place and the freedom and funding to make the morally and ethically correct decisions.”
- “universities must be held accountable for their business practices - we cannot tout a more sustainable, just world without acting in accordance to what is necessary. Dismantling oppressive regimes like the oligopolistic beverage industry that destroys health and safeties of communities worldwide is a responsibility.”
- “It is not right for a leading public health institution to have the money interests of Big Soda in influencing the health of students like me on campus”
- “PepsiCo is a company I would not support or buy from buy choice. The fact that Hopkins is affiliated means that the money I'm giving to Hopkins indirectly goes to PepsiCo, without even giving students a choice.”
- “It is unethical, and Hopkins should be ashamed if it renews its contract. I’m often ashamed that I went here because of Hopkins’ support of many unethical practices and I personally will be withholding donations after I graduate until they get fixed.”

We ask the administrators responsible for making decisions in this process to truly consider the input of the campus community and to not sign a new exclusivity contract.

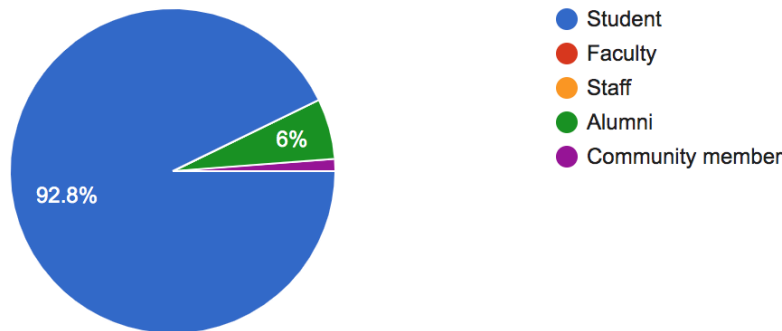
Sincerely,

Pour Out Pepsi Campaign Leadership

Members of the Johns Hopkins University Community

Complete results from online form:

Affiliation to JHU



What values do you think are important for Hopkins, as an institution, to uphold?

Hopkins is a large institution which puts it in a prime position from which they can in act positive impact on its community and students. Baltimore has problems that Hopkins is uniquely equipped to solve by choosing to spend their money on products that benefit individuals in the city. With regard to its students, Hopkins needs to set an example to the future generations that it is good to be environmentally friendly and organic, local food and drinks is the best way to shop.

Public Health, Human rights, sustainable and ethical practices

Support for oppressed and marginalized communities, using their endowment responsibly and ethically, incorporating the voices of affiliates in the landscape of our campuses

Sustainability, endorsing companies which don't engage in exploitative labor

Sustainability and health

Integrity, commitment to community wellbeing, sustainability

public health and sustainability

Public health, sustainability

Sustainability, Equity, and Justice.

sustainability, transparency, honesty, putting people over profit

Sustainability, public health, supporting local business

As a Public health institution we shouldn't be promoting sugary drinks. As a frontier institution, we shouldn't compromise with other companies because they give us kickback. As a university, Hopkins should allow students to choose their own food system

Human rights

Fix your fb links, its terrible to look at

Sustainability; ethical consumption

Integrity, Stewardship

Supporting local vendors

As the top public health institution in the country, it should follow that the school promotes policies in accordance with the public health data.

Lots of them

Health equity :)

Hopkins should teach and guide its students not just through classes, but through the actions of those in power at the school. It should strive to make its students proud to call themselves blue jays. The academic prestige is something to be proud of, but I want to know that the people running this place aren't just concerned about reputation or profit, but are working towards running the best school they can for everyone in the community.

supporting students by setting an ethical standard as an institution such that they can improve health and wellbeing of the public once they leave Hopkins

Environmental sustainability, community sustainability in the Baltimore area

integrity

Stop supporting the oppression of low income people of color, which Hopkins has done institutionally for many decades.

Commitment to local and school wide health, supporting businesses that take care of both environment and their employees

Sustainability, public health, environmental justice

Commitment to campus health and well-being, upholding principles that benefit others

Support of local community, sustainability, actually following through with supporting its official goals and mission

whatever the values are

human rights and environmental sustainability

Decent respect for everyone in our society

Supporting the Baltimore community

Racial justice, protection for survivors of sexual assault and trauma, expanding opportunities to low income communities, general decency to the communities it calls home

sustainability, not supporting organizations that diminish human rights in the US and elsewhere in the world, kind to our bodies and promoting things that are good for us

Sustainability

education and equality

(1) Health/well-being of our faculty, students, and local surrounding community; (2) Reducing waste ; (3) support local businesses and community that we impact daily

Sustainability, human rights

I think it's important for Hopkins to promote environmental sustainability and humane, ethical labor practices in everything that it buys.

I feel that Hopkins has been very hypocritical when it comes to caring about one group of people over others. People unaffiliated with our institution should not automatically be hurt by us existing.

respect, sustainability

Ethical

Morality

the truth shall set u free

Equality, social justice, environmental sustainability

Integrity and honesty in ethical practices for the school and its affiliates

Ethical production practices, supporting local businesses to help to repair the damage that Hopkins has historically inflicted on the Baltimore community. It contradicts everything that Hopkins supposedly stand for as an institution.

public health

sustainability, helping poor communities, reducing waste/plastic use, no child labor

If they do sign exclusive contracts, sign them with those that, by-and-large, uphold virtually only sustainable practices

Sustainability, local business support

Our commitment to serving the underserved

Sustainability and community service.

Environmentally conscious, community relationship

ethical

equality and sustainability

Be ethical and support ethical values

Inclusivity, community, health

Personally, the most important value for the school I go to is being a positive figure in the greater community, and that means supporting and prioritizing local business, rather than a company such as pepsi. Also it really upsets we that we give money to an organization that contributes to deforestation.

Searching for knowledge and truth

Transparency and integrity above all else.

Social Responsibility, Leadership, Humility (Believing in the importance of changing course / attitude because you have new information)

Integrity, Honesty, Compassion

Morality and justice

Health, equity, sustainability, justice

Equality in regards to the distribution of beverages for us as students to have access to

Competition and opportunity

Making sure we are doing everything we can to not contribute to more plastic waste and to make sure large corporations know that they should do more to help the environment if they want continued support from schools like JHU.

Hopkins should reflect the values of integrity, freedom, and honesty that it teaches. Maintaining contracts with corporations such as Pepsi completely delegitimizes the university by going against the values that JHU was founded on. Hopkins has the power to make the world a better place and the freedom and funding to make the morally and ethically correct decisions.

Environmental sustainability, inclusivity, promotion of academic integrity.

sustainability and support of local businesses

A commitment to sustainability, responsible economic choices, and equitable practices.

Investment in our local community and active choices about school partners and investments.

Sustainability and accountability

Leadership in sustainability and public health means matching our practices to solutions that the researchers we pay millions have appraised. We have a responsibility to society as a part of it, particularly as a knowledge-generation and leading institution with economic power.

Integrity

I understand the financial balancing of the institution is important, and is the main reason for the attraction to PepsiCo. I will not speculate much on values, but I would prefer a re-evaluation of the current contract.

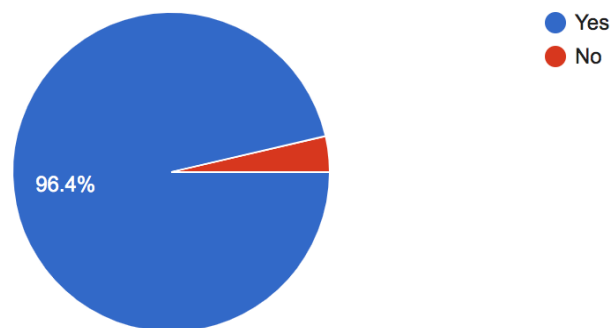
Integrity, transparency, and adaptability/willingness to change

I think that Hopkins, as an institution, should uphold the opinions of the students. With other campus initiatives, such as building a new student center, the university asks for the opinions of the students before making decisions. Not renewing the PepsiCo contract would be more of the same, keeping the opinions of students in mind.

Integrity, commitment to sustainability

Public health, justice

Do you oppose an exclusive contract with PepsiCo?



If you answered yes, please finish the statement: I oppose an exclusive contract between PepsiCo and JHU because...

It forces us to give money to an institution that is one of the largest polluters and that drives local vendors out of business. The small businesses of Maryland would be a better source of beverages to help local residents and to discourage environmentally destructive behavior.

It is not right for a leading public health institution to have the money interests of Big Soda in influencing the health of students like me on campus

PepsiCo is an unethical, unsustainable, corrupt organization that prioritizes its profits over the health and well-being of its laborers and its consumers.

PepsiCo exploits the working class and restricts my ability to choose what beverages to have on campus. I don't approve of what PepsiCo has done to rainforests in Indonesia, and I don't think JHU should promote the unhealthiest foods.

An institution of higher education, especially one that is committed to public health, should not be giving exclusive rights to a beverage company that has damaged the environment and communities to the extent that PepsiCo has.

PepsiCo profits off of unsustainable practices that disproportionately affect marginalized communities. PepsiCo is not healthy for people or the environment!

PepsiCo is an unethical and environmentally unsustainable conglomerate. As a public health institution, we should refrain from engaging with corporations that do not uphold our values.

Johns Hopkins should set an example if it considers itself as one of the best public health universities in the world.

because corporations have no place in higher education! Especially ones that endanger the health and well-being of communities all over the world

Students have a right to participate in an environmentally and labor wise ethical food system that is based on sovereignty and free choice

It makes us complicit in the injustices PepsiCo commits.

Fix your fb links, its terrible to look at

it undermines Hopkins' commitment to health promotion and environmental sustainability

It's antithetical to our supposed values

Hopkins should support local vendors and companies that protect marginalized communities

PepsiCo is a public health nightmare and Johns Hopkins, as a major player in the field of public health should have absolutely no affiliation with them.

Pepsi tastes like shit

We should be setting the example of health equity and standing up to large corporations!!

continuing to support companies that have proved time after time that their only goal is to acquire wealth with no regard for the consequences is unethical.

I oppose an exclusive contract between PepsiCo and JHU because Hopkins can have the means and flexibility to have a partnership somewhere else.

the company that has a monopoly over the drinks on campus should not be one that has a history of in humane practices

I want to be able to choose what drinks I can purchase on campus.

It is unethical, and Hopkins should be ashamed if it renews its contract. I'm often ashamed that I went here because of Hopkins' support of many unethical practices and I personally will be withholding donations after I graduate until they get fixed.

They abuse their workers rights

PepsiCo is a predatory corporation.

Pepsi products on campus harm the wellbeing of students, residents of the area, and in many cases those involved in the production of these products

it undermines the opportunity for Hopkins to promote an ethical and sustainable food system.

you guys could use a TLDR description (probably on your facebook page) if you want to be successful with this. It should be a lot more simple to understand why you don't want pepsi at your school of what it says about Hopkins and the environment and people.

JHU cannot encourage its students to change the world for the better of humanity if JHU doesn't care about humanity

it hinders Hopkins from funding small businesses, entrepreneurs, and the local community by instead paying large sums of money to a multinational corporation whose externalities exacerbate environmental and social issues across the world

PepsiCo's monopoly on campus drives up our dining prices, limits our options, and prioritizes the profits of multinational corporations over the health and wellbeing of the planet and its peoples.

we don't need that relationship with Pepsi. we can have a non-exclusive contract and still have enough funding and be okay. we are a powerful institution and we should not be supporting such a large corporation in Pepsi that is also so unsustainable and harmful to the Earth and local communities and sorry this is a run-on

Pepsi is an unethical corporation that we shouldn't give exclusive rights to

I oppose an exclusive contract between PepsiCo and JHU because no me gusta pepsi

JHU shouldn't get more money at the expense of other people's humanity. [3a and 3c :(]

As a prominent global institution, Hopkins should only partner with companies that hold the same values.

By choosing to partner with PepsiCo, we tacitly endorse their harmful practices

Hopkins should be free to buy from local vendors, and Hopkins should NOT be supporting a corporation with such horrendous environmental and human rights violations.

I oppose an exclusive contract between PepsiCo and JHU because we need to command to uphold the excellence that we proclaim we have. Pepsi is a terrible company and we should not support them.

I don't see a need for an exclusive binding contract, and would rather support local Baltimore businesses.

It is ethical to continue the contract

it is unethical to continue the contract with Pepsi.

we could rllly do better as a school

PepsiCo's exploitation of workers, natural resources, and vulnerable populations.

pepsico has demonstrated disrespect for laborers, the environment, and practices of fairness in business

PepsiCo is a company I would not support or buy from buy choice. The fact that Hopkins is affiliated means that the money I'm giving to Hopkins indirectly goes to PepsiCo, without even giving students a choice.

this hurts our reputation.

Hopkins should promote sustainability and local businesses over a large company monopolizing our choices. We also should not be giving our money and business to a company that is okay with child labor and contributes so much to plastic pollution.

it discourages product competition from other brands, both local and otherwise, inhibiting consumers to have completely free choice over what they buy

PepsiCo takes away opportunities from other local businesses!

I oppose an exclusive contract between PepsiCo and JHU because I believe in a just food system.

Hopkins should act as a leader and should align with companies who share similar values of growth and sustainability.

I believe that the values of the University should be paramount in any negotiations!

pepsi is not healthy. It worsen diabetes.

we should not subject our children to such a terrible future

it is not ethical!!

Hopkins needs to help support more local businesses

I oppose an exclusive contract between PepsiCo and JHU because this institution should be doing all in its power to better the community, and maintain sustainable choices. PepsiCo prohibits JHU from accomplishing these tasks.

N/A

It goes against the institutions valuing integrity

I would like the institution I belong to to represent the values of the people they're supposed to represent.

I oppose an exclusive contract between PepsiCo and JHU because PepsiCo's actions are unlawful and should not be supported.

I oppose an exclusive contract between PepsiCo and JHU because a contract would be accepting the immoral practices of PepsiCo.

we need to do better about practicing what we preach in regards to our commitment to our local community and all students. This contract directly opposes that supposed commitment. The university this past year has prided itself in welcoming its most diverse class yet. With Bloomberg's gift, our student body is becoming more and more economically diverse as well. By upholding a contract with PepsiCo and therefore upholding a monopolization of products, there are less options to accommodate and truly welcome all students. By renewing a contract with Pepsi, JHU condones unsustainable practices, the prioritization of profit gain over wellbeing, the inhibition of local community partnerships, and removal of agency from its students.

we need better health choices!

it limits healthy competition on campus and have a bad track record of violating human rights which Hopkins has been moving away from.

it exposes JHU students to unhealthy products as well and indirectly affiliates JHU with PepsiCo and PepsiCo's undermining of the environmental and labor laws.

I oppose an exclusive contract between PepsiCo and JHU because Hopkins should reflect the values of integrity, freedom, and honesty that it teaches. Maintaining contracts with corporations such as Pepsi completely delegitimizes the university by going against the values that JHU was founded on. Hopkins has the power to make the world a better place and the freedom and funding to make the morally and ethically correct decisions.

I oppose an exclusive contract between PepsiCo and JHU because it is imperative to not only acknowledged our current current climate crisis but also put words to action. If this contract is not the most sustainable option for JHU, there is no reason to renew it.

Hopkins shouldn't bind itself to a corporation that does not seem to have the same priority in being environmentally aware that the University otherwise upholds

There are more than enough reasons to choose business with a more ethical company.

I believe that PepsiCo promotes unhealthy dependence on detached and invasive food company giants.

It does not promote sustainable practices.

universities must be held accountable for their business practices - we cannot tout a more sustainable, just world without acting in accordance to what is necessary. Dismantling oppressive regimes like the oligopolistic beverage industry that destroys health and safeties of communities worldwide is a responsibility.

I oppose an exclusive contract between PepsiCo and JHU because I don't want PepsiCo to benefit from JHU and its students.

The strict terms of the current contract with PepsiCo are concerning - they are completely anti-competitive practices, using the flood of funds from the corporation to essentially blot out any competition. This not only limits the variety of beverages that is provided to the consumer, but it also prevents the rise of local businesses that could've otherwise been promoted on campus.

it doesn't align with the university's recent commitment to become more locally involved/sourced

Hopkins has many other sustainability programs (such as Meatless Monday) and it would not be difficult to adopt another if their priority was becoming a more sustainable campus.

the values of PepsiCo are opposed to Hopkins values.

I oppose an exclusive contract between PepsiCo and JHU.