



A Translation Report on Hormel Foods Profile

Yixin Tan^{1,*}

¹ Guangzhou Kangda Polytechnic, China

Abstract: Hormel Foods profile is selected from its official website as the source text translated from English into Chinese. The translation task is composed of an overview of the company and its responsibility. The report mainly analyzes the difficulties during the translation process, including brand names translation and subtitles translation. According to the characteristics and functions, brand names translation is based on free translation, image translation and the combination of transliteration and free translation to realize the beauty of sound, sense and form. Subtitles are translated by such translation skills as amplification, the conversion of the part of speech and adopting Chinese four characters to achieve conciseness and meet the Chinese expression habit. Through this translation task, the translator has further grasped the features of company profiles and different translation methods and skills, and comprehensive abilities like translation ability have been well developed. Besides, Hormel Foods' s initiatives on product innovation and corporate responsibility can be served as a reference for Chinese companies.

Keywords: company profiles, hormel foods, brands name translation, subtitles translation.

1. Task Description

This chapter is mainly about the translation task, involving the introduction of the source text, the significance of translating it into Chinese and features of company profiles.

1.1 Brief introduction to the source text

This translation report is based on Hormel Foods (Hereinafter referred as Hormel) profile selected from its official website. Founded in 1891 by George A. Hormel, Hormel based in Austin, Minnesota is a Fortune 500 company in America. With the purpose of “Inspired People. Inspired Food.” and the value of innovation, quality and integrity, Hormel strives for high-quality products and sustainable development. As a leader in the food industry, Hormel has expanded its brand portfolio in around 75 countries including China.

To be specific, the first part gives an overview of the company and its products, including Our Company, Our History and Our Family. The second

part introduces how Hormel maintains sustainable operations to benefit our human, communities and planet in terms of Animal Care, Communities, Environment, People, Products, Ethics, governance and risk as well as Supply Chain.

1.2 Significance of this translating task

First, since there is no completely corresponding Chinese version of the company profile, the translation report aims to provide it for readers, particularly for Chinese investors and candidates to better understand the operations and corporate culture of Hormel. Then, consumers are paying a closer attention to product quality, and growing concern is paid to corporate responsibility for the society. Undoubtedly, Hormel is highly proficient in these two aspects, so it is hoped that this report provides a reference for Chinese enterprises in doing business. At last, the translator expects a further improvement in abilities to translate and express.

1.3 Features of company profiles

Wei and Liu (2009) pointed out that a company

Corresponding Author: Yixin Tan
Guangzhou Kangda Polytechnic, China

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profile like a pair of invisible wings plays a critical role in promoting its culture and products, which ultimately brings a good economic return. As observed by Zhang (2016), a company profile belongs to commerce practical text with simple and succinct words and with simple and declarative sentences. Nevertheless, different linguistic features are obviously reflected in Chinese and English company profiles. For English company profiles, sentences are short and plain with exact, simple and nominal words while as to Chinese ones, two and four-syllable words are largely employed and sentences are long and complex with a parallel and sloganized feature (Yuan & Wang 2011).

2. Translation Process

The following two chapters could by no means have reached without this translation process that went on for almost two months. There are manifold

difficulties throughout the process, but the translator shows great interest in translating the source text, which promotes the refinement of the target text.

2.1 Preparation before translation

As the saying goes, well begun is half done. Therefore, preparations are carefully divided into two stages.

Stage 1: Prepare parallel texts in Chinese and English. After a general study of the source text and a careful look of background information of the company, the translator collected dozens of company profiles to study the features of company profiles, the translation methods and skills adopted. At the same time, the translator prepared parallel texts and marked out some well-translated sentences.

Stage 2: In order to achieve two goals of mastering new words and translating the source text more precisely, the translator made good use of offline and online tools as follows:

Table 2-1 Tools Used During the Translation Process

Offline Tools	Online Tools
<i>Chengyu Da Cidian</i>	Kingsoft PowerWord
<i>Oxford Advanced Learner's English-Chinese Dictionary</i>	Google
<i>Longman Dictionary of Contemporary English</i>	Bing
<i>Yingyu Xingming Yiming Shouce</i>	Wikipedia

2.2 Translation schedule

With an aim to accomplish the translation in a

systematical manner, a practical translation schedule was made.

Table 2-2 Translation Schedule

Date	Action(s)
Dec. 11, 2017 to Jan. 8, 2018	Complete the first translation draft
Jan. 14 to 22, 2018	Proofread through parallel texts
Feb. 24 to 28, 2018	Proofread by apprentice sisters
Mar. 3 to 23, 2018	Modify the translation draft and the report under the guidance of the supervisor
Apr. 2 to 10, 2018	Polish the translation draft comprehensively
Apr. 12 to 18, 2018	Revise and finalize the translation report

2.3 Quality control of the target text

For the sake of providing an authentic Chinese

profile of the company, the translator strictly conducted quality control in two phases. During the

translation period, the target text was consistently revised through collected information and online tools above. Besides, for place names and addresses, the translator repeatedly ensured their accuracy with the help of dictionaries and maps. After finishing translating, proofreading by the translator, apprentice sisters and the supervisor was carried out. Specifically, the translator referred to the parallel texts to modify the target text in order to meet Chinese expression habit. As a result, sentences were reconstructed and the target text was briefer. Subsequently, the target text is proofread by apprentice sisters who pointed out some wordy expressions and wrong collocations so that a smoother version was acquired. At last, the target text was better-organized with comments and suggestions from the supervisor.

3. Case Studies

This chapter presents special cases and solutions for the difficulties encountered during the translation process.

3.1 Difficulties arising in the process of translation

It took about three months to complete this translation task. The task seemed to be easy for it is full of simple sentences. However, during the whole translation process, a great many difficulties are encountered, such as names of company and organizations, and sentences reconstruction. There are such two main difficulties as brand names and subtitles. All these difficulties were finally worked out with the help of above tools mentioned in Chapter 2 and certain translation skills and methods.

3.2 Brand names translation

A brand name is a name, symbol, design or some combination that a company creates for its products to distinguish them from those of competitors. Besides, brand names are sonority, brevity, elegance and novelty. Additionally, there are four functions of brand name: identification, information, vocative and value function. (Tai 2009)

3.2.1 Transliteration

According to Zhang (2008), transliteration means the conversion of a text into another writing

system by adopting Chinese whose pronunciation is similar to English. For foreign brands, they are often named after their creators. To show respect for the founder and highlighting the long history of the brand, both Xiao & Yuan (1996) and Yuan & Wang (2011) advocated that transliteration is applied when translating these brand name. Here are some examples translated by transliteration from the source text:

E.g.(1): ST: Hormel® (food)

TT: 荷美尔

E.g.(2): ST: Jennie-O® (turkey products)

TT: 珍妮欧

E.g.(3): ST: Justin's® (nut-butter-based products)

TT: 贾斯廷

E.g.(4): ST: SPAM® (canned meat)

TT: 世棒

Analysis: E.g.(1) "Hormel®", a brand name of meat products, is also a name of the founder of the company whose full name is George A. Hormel. In order to emphasize the history of the brand, it is translated into "荷美尔" after referring to *Yingyu Xingming Yiming Shouce*. So are the cases with e.g.(2) and e.g.(3). In this circumstance, the origin of the brand name is obvious at first glance. Moreover, e.g.(4) "SPAM®", a brand of canned meat is translated into "世棒" by transliteration.

From above examples, brands names are rendered by transliteration to retain the original sound and show the origin. Thus, information function of brand names can be realized.

3.2.2 Free translation

Yuang & Wang (2011) presented that free translation is a translation method which gives precedence to the sense, specifically the implied meaning. Examples translated by free translation from the source text as follows:

E.g.(5): ST: Dinty Moore® (canned food)

TT: 妙罐

E.g.(6): ST: Hand-Pinched Style® (toppings)

TT: 家之宝

E.g.(7): ST: Little Sizzlers® (pork sausage)

TT: 脆脆香

Analysis: When employing transliteration, e.g.(5)

“Dinty Moore®” can be rendered into “丁蒂穆尔”. Nevertheless, this version cannot achieve the brevity and novelty of a brand name. Thus, by applying free translation, it is translated into “妙罐”. Both “妙” and “罐” here convey information that shows its multi-features and its packaging material implying that it is a type of canned food. As a brand of meats with vegetables, the product is full of nutrition and convenient and time-saving for cooking. All these features can be summarized into “妙” which stimulates shoppers to associate it with magic.

As a brand of toppings like pizza, e.g.(6) “Hand-Pinched Style®” can be translated by literal translation into “手捏式” which tells consumers how to use the product. However, this version fails to display the beauty of sound. Therefore, “家之宝” is adopted to imply its practicality and convenience. “家” here shows that food can be made at home with it. In this way, consumers can enjoy a delicious pizza as well as cosy and warmth without going to restaurants. In all, the rendered name “家之宝” gives an image that you enjoy every meal any time with the product, and everything goes well in the kitchen.

As for e.g.(7) “Little Sizzlers®”, according to *Oxford Advanced Learner's English-Chinese Dictionary*, “sizzle” refers to the sound of food frying in hot oil, so “脆脆” is employed to meet the meaning of sizzlers, and “香” conveys its taste. On the whole, the “AAB” pattern “脆脆香” describes the texture and taste of sausages. Thus, the translated name tantalizes shoppers to try the product.

According to Yuang & Wang (2011), free translation helps reflect the features and quality of products. As a result, vocation function of brand names can be reached.

3.2.3 Image translation

As was studied by Tao (2012), image translation which is remarkably applied in brand names translation refers to the translation method does not focus on brand names, but on the image on the package. According to Feng (2010), image translation can be applied to achieve the aesthetic purpose. Here are some examples:

E.g.(8): ST: Ceratti® (prepared meat)

TT: 皇冠

E.g.(9): ST: Cure 81® (hams)

TT: 老鹰

E.g.(10): ST: SPAMMY® (turkey spread)

TT: 小罐头

Analysis: E.g.(8) “Ceratti®” is a Brazilian brand with a logo of a crown on the package. Hence, it is rendered into “皇冠”, reminding shoppers of elegance, which suggests the superior quality of the product. So is the case with e.g.(9) “Cure 81®”. “81” here refers to 1981 when the brand was introduced. But the translator pays attention to the image of the eagle instead of the name. There is an eagle with outspread wings above the name on the package, so the rendered name “老鹰” gives purchasers a vivid imagination. Eagles, as the king among birds, symbolize authority, together with “老” meaning old that suggests a long history of the brand, which increases buyers' confidence to buy it.

Tai(2009) put forward that a brand name is a card boasting information function to show its origin, category, functions, etc. E.g.(10) “SPAMMY®” is rendered into “小罐头” which shows its packaging material and its category that is a brand of canned food.

As can be seen from above examples, it makes no sense to render some brands by transliteration or free translation. Sometimes, it is hard to achieve the beauty of form, sound and sense at the same time. Therefore, in view of aesthetic, Feng (2010) advocated applying image translation so that to realize the vocative function of brand names which is the final target of products attracting customers to buy.

3.2.4 Transliteration and free translation

In view of the sound of names and the features of products, Yuan & Wang (2011) suggested employing the combination of transliteration and free translation when translating brand names. Some brand names are analyzed as follows:

E.g.(11): ST: Muscle Milk® (milk powder)

TT: 劲胜美刻

E.g.(12): ST: SKIPPY® (peanut butter)

TT: 四季宝

E.g.(13): ST: SPAM® (canned meat)

TT: 世棒

Analysis: As we can see from e.g.(11) “Muscle Milk®”, as a brand of milk powder for sports, it is rendered into “劲胜美刻”. In detail, “劲” in Chinese means power and enthusiasm, “胜” means win or victory, and “美刻” has the same sound with “Milk” and “每刻”, meaning every second. As a whole, it gives an image that when you drink it, you will gain energy and enthusiasm, then you can defeat competitors in a sports game every time, which promotes its efficacy. As to e.g.(12) “SKIPPY®”, a kind of peanut butter, the rendered name “四季宝” cleverly displays its function that consumers can use it in all seasons. In addition, e.g.(13) “SPAM®” is translated into “世棒” by transliteration, meaning the best one in the world. In this way, the translated name has a connotation which reflects its high quality. In these circumstances, these translated names can ultimately realize the information and vocative function to persuade consumers to buy them.

Tao (2012) presented that transliteration succeeds in retaining the original sound, while free translation expresses connotations. Different translation methods can be employed or combined for particular features and functions of brand names.

3.3 Subtitles translation

From the definition in *Longman Dictionary of Contemporary English*, a subtitle refers to a second title that is longer and explains more than the main one. According to Lv (2004), a subtitle serving as a guide should be brief and short enough to sum up the main idea of the paragraph so that the readers can obviously catch the main points.

Both English and Chinese subtitles prefer verbs. However, for English subtitles, they are written in present tense with non-finite verbs. Due to differences among them, Lu (2008) advocate applying amplification and conversion. Moreover, in order to fulfill the expression habit, Lv (2002) suggested adopting Chinese four characters.

3.3.1 Amplification

As was observed by Feng (2008) and Zhang (2008), amplification refers to the addition of words,

phrases or sentences according to sense, rhetoric and syntax so as to fulfill smoothness. Owing to different language features between English and Chinese, Yuan & Wang (2011) proposed that translating by amplification can help the readers understand the text better. Some subtitles are analyzed as follows:

E.g.(14): ST: Eggs

TT: 鸡蛋采购

E.g.(15): ST: Environment

TT: 生态环保

E.g.(16): ST: Ethics, Governance and Risk

TT: 道德规范、违规管理及风险规避

E.g.(17): ST: Hunger, Education and Communities

TT: 缓解饥饿问题, 支持教育事业, 带动社区发展

E.g.(18): ST: Human Rights

TT: 尊重人权

E.g.(19): ST: New York, New York

TT: 纽约上市

Analysis: As can be seen from e.g.(17) “Hunger, Education and Communities”, it is critical to add verbs and nouns to match Chinese expression habit with a focus on verbs, and supplement related contents in compliance with the main ideas of the original text to avoid ambiguity. Besides, as for e.g.(19) “New York, New York”, if it is directly translated into “纽约, 纽约”, then the targets must feel confused. According to the following paragraph, it summarizes that Hormel began trading on the New York Stock Exchange. Therefore, “上市” is added to tell the missing information.

All above subtitles are rendered by amplification to give an explanation, which can save readers' time to grasp the main idea and avoid misunderstanding.

3.3.2 Conversion

According to Hong (2016), conversion is a translation skill that changes the part of speech of a word in order to express the source text precisely and smoothly. As was studied by Cheng (2003), the conversion of the part of the speech is needed when doing translating. Generally, there are more nouns, adjectives and prepositions on English company profiles. On the contrast, Chinese ones employ more

verbs and articles. Here are some subtitles from the original text:

E.g.(20): ST: Ad-ing On

TT: 广告刊登

E.g.(21): ST: Ham in a Can

TT: 罐装火腿

E.g.(22): ST: Money Talks

TT: 销量领先

E.g.(23): ST: Quality Reigns

TT: 质量至上

Analysis: For e.g.(20) “Ad-ing On”, “on” here is an adverb, but it is changed into a verb to achieve the beauty of both form and sound. Moreover, for e.g.(22) “Money Talks”, “Talks” is translated into “领先” as an adjective. In this way, the translated subtitles can provide complete information and balance in form.

3.3.3 Adoption Chinese four characters

Lv (2002) presented that Chinese four characters, a kind of traditional Chinese idiomatic expressions with four characters, include idiom and four-character words. Moreover, Yuan & Wang(2011) pointed out that two and four-syllable words are common in Chinese company profiles. Hence, adopting Chinese four characters is suggested. Following are some examples:

E.g.(24): ST: A Legacy is Born

TT: 诞生之际

E.g.(25): ST: Here to Stay

TT: 新厂建成

E.g.(26): ST: Passing the Torch

TT: 薪火相传

E.g.(27): ST: Master of Innovation

TT: 勇于创新

E.g.(28): ST: 125 Years Old and Just Getting Started

TT: 百年辉煌，方兴未艾

E.g.(29): ST: People

TT: 以人为本

Analysis: For e.g.(26) “Passing the Torch”, the rendered subtitle is a Chinese idiom which has the exact meaning of the original subtitle and “火” perfectly matches “torch”. Both mean passing one position on to another person. In this way, the translated subtitle is more vivid and readable. Besides, the translated subtitle in e.g.(28) “125 Years

Old and Just Getting Started” can fully reflect the original meaning and it is briefer than that is translated words by words. Furthermore, for e.g.(29) “People”, it can be translated into “人”, “人们” or “员工”. Nevertheless, it is translated into “以人为本” which summarize the main idea. In this circumstance, the translated subtitle contributes to the beauty of sound and balance in form.

From above examples, we can see that there are merits of Chinese four characters. Lv (2002) stated that it is concise in terms of content; It is parallel in form; It is catchy as to sound, and it is vivid from the expression effect. As was studied by Cao (2006), there are fixed sentence structures and collocations in English, while four characters are commonly used in Chinese. Thus, differences in subtitles translation should be considered before translation so as to take such different skills as amplification, the conversion of the part of speech, adopting Chinese four characters.

4. Conclusion

After the completion of translating the source text based on Hormel Foods profile, the translator has learned a lot. Comprehensive abilities, particularly translation competence have been dramatically improved. Although the target source has been constantly modified in accordance with the advice of the supervisor and parallel texts, there is still tremendous room for further polishing and perfecting it.

4.1 Major experience in the translation

In the course of academic writing from translating the source text to writing this report, the translator conducted substantial analyses and searches. After that, the translator has gained valuable experience through the task.

At the very first, there are a variety of proper nouns in the source text including personal, company, organization and document names, and addresses in the company profile. During translation, the translator needs to confirm the accuracy of all, which reflects the translator's attitude. Furthermore, it is unwise to translate the original text words by words.

In order to make the target text readable, it is necessary to take differences in languages, translation purposes, etc. into account so as to apply effective translation skills and methods. What's more, in the light of Hormel, the translator learned about its commitment to quality, innovative marketing ideas, which helps enrich business knowledge and broaden international horizons.

4.2 Limitation of this translation report

Although it took a great amount of time and efforts to accomplish the translation task, there are still shortcomings.

For one thing, names of persons, companies, brands, organizations and documents are not exactly translated. For names of persons, the translator had referred to a reliable book named *Yingyu Xingming Yiming Shouce*. But as for company and brand names like Cidade do Sol, Herdez del Fuerte, and Ceratti® are Portuguese or Spanish, it is difficult for the translator to render them into Chinese due to limited knowledge. Therefore, some names are still needed to be studied and refined so as to be more precise and innovative.

For another, owing to few examples of the original text and time limit, the translator did not conduct a comprehensive study of advertisements. "Inspired People. Inspired Food." is translated into "员工卓越，食品优质", and "Bringing More than a Hot Meal" into "用心做美食，给你好心情". Nevertheless, both two require further improvement.

In general, even though the translator strictly complied with relevant translation methods and skills, personally feelings unavoidably appeared throughout the translation process. Hence, the original meanings of the source text might not be conveyed effectively.

4.3 Suggestions for further translation

The completion of this translation does not mean an ending. There are still some fundamental skills and knowledge for the translator to acquire.

On the one hand, a good command of more skills and knowledge about business translation is required in this global world when do translating. Company profile translation is just one part of the business translation. As a translator, new and wider

horizons are needed. On the other hand, it is effective to make study serve the practical purpose. It is this translation report that gives the translator an opportunity to make full use of the translation methods and skills learned before. The translator will put them into future work to further develop translation abilities.

Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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