

COMPLAINT NUMBER	17/269
COMPLAINANT	C Matheson
ADVERTISER	Fonterra Co-operative Group Ltd
ADVERTISEMENT	Fonterra Co-operative Group Ltd, Television
DATE OF MEETING	14 August 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Fonterra television advertisement promoted the research work being undertaken by Fonterra, studying the link between milk and brain health and said in part ..."The Fonterra research and development centre, there's over 300 scientists working to unlock the potential in our milk...Complex Lipids – They are a component in milk which might have the potential to support brain development...If it can potentially help children concentrate and learn quicker, that would be awesome, but we just know yet. If in the future we can come up with products that lead to better brain health..."

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, C Matheson, said: I am sick and tired of Fonterra telling us what a wonderful company they are and what good people they are by giving free milk or cheese to China but today was the last straw they were telling us that 'perhaps' milk can make us clever, they did say they were still working on it with their 300 scientists. Surely this is wrong. It is now a known fact that dairy is bad for you so they should NOT be advertising. This is the first time I have ever complained about anything but I really think this is wrong.

The relevant provisions were Code for Advertising Food - Guideline 2 (a), Principle 1; Principle 2.

The Chair noted the Complainant's concern about claims made about the link between milk and brain function.

The Chair said the advertisement suggested the possibility of a link between brain health and the complex lipids in milk, but did not make any explicit claims which met the threshold to be likely to mislead. The language used in the advertisement included phrasing such as 'might', 'potentially', 'in the future' and 'we just don't know yet'.

The Chair said the Advertiser was entitled to present a commercial message about the possible benefits of their product and this did not make an advertisement misleading.

The Chair ruled the advertisement had been prepared with a high standard of social responsibility to consumers and there was no apparent breach of the Code for Advertising Food.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**