

<b>COMPLAINT NUMBER</b>	18/232
<b>COMPLAINANT</b>	D Davis
<b>ADVERTISER</b>	Preston's Master Butchers
<b>ADVERTISEMENT</b>	Preston's Master Butchers, Radio
<b>DATE OF MEETING</b>	20 July 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The series of radio advertisements for Preston's Master Butchers have a narrator explaining to a young child about the benefits of a new lamb product, Grass Fed Girls, which produces a "mellow, balanced flavour, along with the softer juicer meat" and includes a claim that this is in part the result of naturally occurring oestrogens which boy lambs don't have.

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

**Complainant, D Davis, said:** Grass Fed Girls - advertising tasty, tender lamb from girl lambs only - sounds sexist, strange and creepy...

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5;**

**The Chair** noted the Complainant's concern the advertisement "sounds sexist, strange and creepy"

While acknowledging the Complainant's interpretation of the advertisement, the Chair said the likely consumer take-out was the reference to 'girls' in the advertisement was in relation to the meat from female lambs and as such could not be considered sexist.

The Chair said the advertisements promoted a new lamb product range and did not meet the threshold to offend against generally prevailing community standards. As such they had not breached Rules 4 or 5 of the Code of Ethics and had been prepared with a due sense of social responsibility to consumers and society.

Accordingly, the Chair ruled the complaint had no grounds to proceed.

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

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.