

COMPLAINT NUMBER	20/003
COMPLAINANT	D Capey
ADVERTISER	Yummy Fruit Company
ADVERTISEMENT	Print
DATE OF MEETING	22 January 2019
OUTCOME	No Grounds to Proceed

Advertisement: The “Sponsored Content” newspaper advertorial for Yummy Fruit Company had the headline “Zero waste and maximum taste for hailstone heroes”. It described how the heaviest hail in more than 20 years struck Hawkes Bay in October 2019, damaging Yummy’s nectarine orchards. Despite the skin damage the hail caused to the nectarines Yummy decided to “make the best” of the situation and market this fruit under the label “Hailstorm heroes”. This decision was taken in order to avoid the fruit going to waste through being classified as “too ugly” to go on supermarket shelves.

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

Complainant, D Capey, said: Zero waste implies that the company is operating without producing waste. In this case, yummy fruit co is misappropriating the idea of zero waste when advertising their hail-damaged fruit.

I think the claim is misleading, and is a textbook example of greenwashing.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b)

The Chair noted the Complainant’s concerns the advertisement implies Yummy Fruit Company is operating without producing any waste.

The Chair noted the term “Zero Waste” can refer to “a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use”. See <http://zerowaste.co.nz/why-zero-waste/>

However, in this case the Chair said the likely consumer takeout of the advertisement was the nectarines were not being wasted by being thrown away, despite the harm the hailstorm had caused to their appearance.

The Chair said the advertisement was not misleading and was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code. The Chair ruled there were no grounds for the complaint 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.