

COMPLAINT NUMBER	20/374
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Nature's Fresh, Television
DATE OF MEETING	31 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Nature's Fresh television advertisement promotes their Nature's Fresh bread including a new loaf, Smooth Grains. The advertisement includes picturesque images of New Zealand and the voiceover describes it as a bountiful country with fertile lands and oceans "teeming with life, just waiting to be eaten". The advertisement then cuts away to a picnic scene with different serving options with Nature's fresh bread including sausage and tomato sauce, Marmite and cheese and a whitebait fritter.

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

Complaint: Nature's Fresh are promoting their product through the consumption of an official NZ endangered species. This is ethically irresponsible. The company have also promoted a shorter version of this advertisement on their FB account and have had numerous comments requesting the removal for months now but have failed to do anything about it. This ad should be removed as it does so much damage!

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(i);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(i) Protecting the environment: Advertisements must not depict or encourage environmental damage or degradation.

The Chair noted the Complainant's concern the advertisement was encouraging consumption of whitebait which is an endangered species in New Zealand.

The Chair accepted that four of the five species of whitebait are endangered. The Chair referred to information on the Department of Conservation website which sets out whitebaiting regulations and the whitebait season. The Chair noted whitebaiting is permitted under these regulations.

The Chair confirmed showing people enjoying a whitebait fritter and white bread sandwich, along with other well-known food matches in the Nature's Fresh advertisement, did not meet the threshold to breach Principle 1 or Rule 1(i) 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.
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