

<b>COMPLAINT NUMBER</b>	21/536
<b>ADVERTISER</b>	Goodman Fielder NZL Limited
<b>ADVERTISEMENT</b>	Meadow Fresh, Television
<b>DATE OF MEETING</b>	29 November 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Goodman Fielder television advertisement promotes the Meadow Fresh milk range. The camera is positioned inside a household fridge and shows a girl opening the fridge and taking out the Meadow Fresh milk. She states that "living more sustainably is now as easy as choosing Meadow Fresh milk" as the bottle is now made from 30% recycled plastic. The screen splits into nine, and shows nine people from the same angle, reaching into the fridge and choosing the Meadow Fresh milk, highlighting the environmental impact of the product. The advertisement ends with a shot of the Meadow Fresh 2-litre milk, the logo and slogan "better every day".

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

**Complaint:** Meadow Fresh are advertising that their milk bottles have 30% recycled plastic - the issue is not the milk bottle - but the products as per screenshot - which are Meadow Fresh products but are in different packaging types - the Kahlo Yogurt is grade 5 plastic & is difficult to recycle in NZ

The chocolate milk is in tetra packs again unable to be recycled

The small pottles of yogurt again do not contain no recycled plastic & are difficult to recycle

By placing these products in the advertisement it can easily confuse consumers into thinking those products also contain recycled plastic or are environmentally friendly & can be recycled - therefore misleading consumers into purchasing these products.

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

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2 (b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**The Chair** noted the Complainant's concern the advertisement was misleading to promote a product that was made in part from recycled plastic while including in the same advertisement products from the same brand in different packaging types that are difficult to recycle or unable to be recycled.

The Chair said the likely consumer takeout of the advertisement is the plastic containers for Meadow Fresh Milk now contain recycled plastic and this is one way people can "live more sustainably".

While the Chair acknowledged the Complainant's concern with images of other products which not easily recycled in the advertisement, she said the dominant imagery and the sustainability claim relate to Meadow Fresh Milk and the claim is supported by information about the brand's changes to its milk bottles on the Meadow Fresh website.

The Chair said the advertisement about a change to the composition of the brand's milk bottles was not likely to mislead or confuse consumers. Therefore, the advertisement did not meet the threshold to breach 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](http://www.asa.co.nz). Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.