

COMPLAINT NUMBER	19/112
COMPLAINANT	C Jones
ADVERTISER	Woolworths New Zealand Limited.
ADVERTISEMENT	Countdown, Television
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Countdown television advertisement shows Countdown representatives visiting farmers growing a range of different produce which they supply fresh to the supermarket chain. The advertisement ends with the line “Want grower fresh? We can help with that.”

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

Complainant, C Jones, said: the advert shows fresh produce straight from the field, it really looks fantastic and fresh, fresh, fresh ! The Countdown team are happy and smiling to be able to take this to their customers..... but, I shop in the local Spotswood, New Plymouth store, and the produce is anything but FIELD FRESH.... I went in just this week to ask for tomatoes past their best for my chickens, to be told no, I would have to buy from the shop at a cheaper rate... fair enough that was ok, but as I stood at the tomatoe bin I clearly showed tomatoes that were going off and definitely past their best... in the shop to be sold ! The vege in this shop certainly did not match the advertisement.

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

The Chair noted the Complainant’s concern the produce in their local store did not match the freshness of the products shown in the advertisement.

The Chair confirmed the role of the Complaints Board was to consider the content and placement of advertisements and compliance with the Advertising Codes of Practice. While the Chair acknowledged the Complainant’s concerns, she considered their issue related to the standard of service they received, including the quality of the food available at a particular store, rather than the image of products in an advertisement promoting the buying policies of a nationwide supermarket chain.

The Chair said there was nothing in the advertisement itself which was misleading and there was no 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 days of receipt of this decision.