

COMPLAINT NUMBER	21/060
ADVERTISER	Dairy NZ
ADVERTISEMENT	Dairy NZ Radio
DATE OF MEETING	28 February 2021
OUTCOME	Settled

Advertisement: The Dairy NZ radio advertisement featured a voice over from a Taranaki farmer talking about their vision to run a "tidy, profitable and efficient dairy farm alongside the environment, without any negative impact".

The Chair ruled the complaint was Settled.

Complaint: The spoken word format advertisement, promoting 'the vision is clear' included a statement regarding a NZ Dairy Farm that claimed to make no emissions that were damaging to the environment.

Given the current scientific knowledge regarding the environmental damage caused by:
nitrogen run off
methane emissions
Water pollution
vehicle use on the farm
carbon emissions due to energy use
downstream emissions from processing of milk
I question if any farm can claim to have 'no' or zero harmful emissions.

I've reviewed the decision 19/059 and do not believe it covers the same complaint that I have raised.

19/059's complainant raised concerns regarding whether the advertiser (Dairy NZ) could be identified in the '#TheVisionIsClear' campaign.

My complaint is regarding the truthfulness of the claim that Dairy NZ had a dairy farm that made 'no emissions that were harmful to the environment'.

Specifically i believe the advertisement was in breach of rule 2 (b) of the Code, 'Truthful representation' as common scientific belief would maintain that a dairy farm could not be emission free ...

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

The Chair noted the Complainant's concerns the advertisement made claims that were not substantiated and appeared to be misleading.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

Chair's Ruling: Complaint **Settled**

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.