



Review of the Children's Food (CF) Classification Decisions

Commercial Approvals Bureau, Auckland

16 September 2009

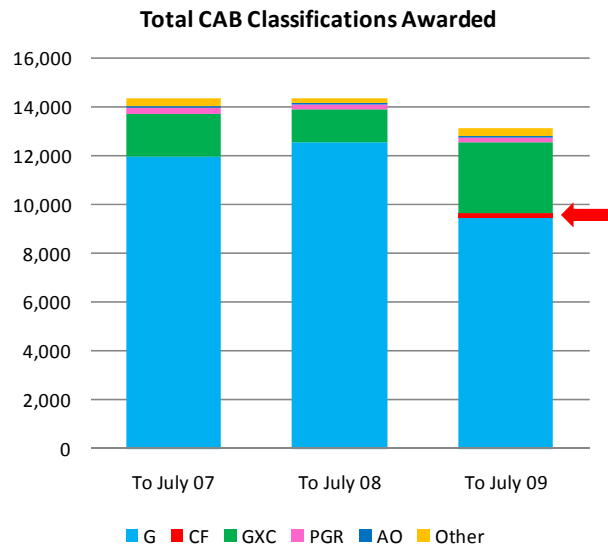
Children's Food (CF) Classification

- CF is one of the voluntary codes adopted by New Zealand's television broadcasters to supplement the *ASA's Code for Advertising to Children*
- CF requirements phased in from 1 July 08 and fully implemented by 1 October 08
- Intention is to create an environment where school-age children are not overexposed to HFSS food and beverage advertising when they are most likely to be watching television unaccompanied
- Advertisers promoting food and beverage products during children's programming must demonstrate that the products meet minimum nutritional standards
 - Primary requirement is to be an EVERYDAY or SOMETIMES food under Ministry of Health's *Nutrient Framework for School*
 - Where it is not clear-cut (e.g. restaurant meals) the decision is made by CAB in consultation with an independent nutritionist
 - Children's programming times determined by individual broadcasters

Day-to-day practicalities

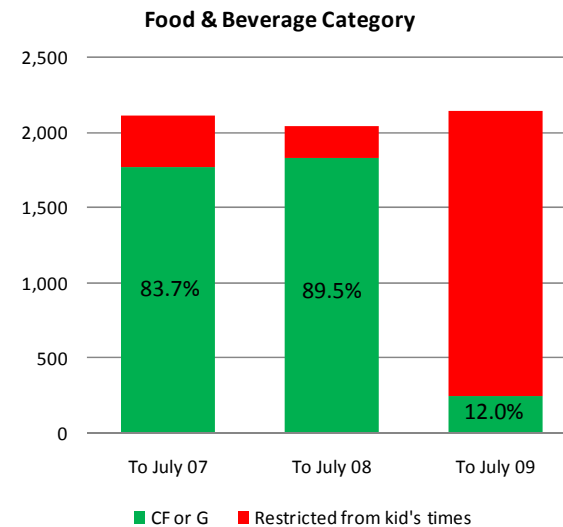
- In practice the default classification for all food and beverage advertising is a GXC (General Except Children) unless the advertiser specifically requests a CF
- Commercials that do not feature food or beverage products do not technically require a CF but are often given one to assist broadcasters
 - Supermarket retail ads featuring nappies or fuel discounts
 - Ads where food features incidentally (e.g. scene of a family BBQ) or to communicate a service or facilities (e.g. café at theme park)
- Rules are applied with a healthy serving of commonsense
 - A supermarket retail ad selling nappies and fresh vegetables will be given a CF without getting the nutritional profile of the vegetables
- Only significant hurdle was the need to clarify the use of promotional giveaways
 - “The use of giveaways is okay providing the ad does not state, or strongly imply, that the promotional item is available with non-CF compliant products”

Overall impact of CF introduction



- During the first 12 months we awarded CF classifications to 198 ads (1.5%)
 - A further 4 ads approved before 1 July 08 were reclassified to meet 1 October deadline
- Most notable change was the sharp increase in the number of GXC's awarded
 - 114.7% increase from 2008

- Introduction of CF has restricted the number of ads available for use during children's programming
- 12% of all food and beverage ads could be broadcast in children's programs
 - Down from 89.5%





For more information please contact rob@commercialapprovals.co.nz

