



Fonterra Brands (Australia) Pty Ltd

327 Ferntree Gully Road
Mt Waverley, Victoria
Australia, 3149

Office +61 3 8541 1588

www.fonterra.com

THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Fonterra Australia New Zealand

DESCRIPTION OF CORE BUSINESS

The Fonterra Co-operative Group was formed in 2001, and is owned by 12,000 New Zealand dairy farmers. It is now one of the world's largest dairy exporters and suppliers of dairy products and ingredients.

In Australia, we are market leader in cheese, spreads, yoghurts and dairy desserts. Our brands include Western Star, Brownes, Perfect Italiano, Anlene, CalciYum, Mainland, Nestlé†, SKI†, and Bega*. (* The Bega brand is owned by Bega Cheese Limited. Fonterra Brands are exclusive agents for the Bega brand in Australia. † The Nestlé and SKI brands are used under license by Fonterra Brands (Australia) Pty Ltd for the Nestlé Chilled Dairy products. All products under the Nestlé brand manufactured by Fonterra must meet the Nestlé Nutritional Profiling System criteria in order to carry a nutrition claim and be marketed to children.)

Fonterra's vision "*To Lead in Dairy*", is underpinned by our global dairy manufacturing expertise and investment in research and development. Innovation is a core part of our business strategy as is promoting the goodness of dairy.

STATEMENT OF COMPANY COMMITMENT

Fonterra supports the Australian Food & Grocery Council (AFGC) working with the Australian Association of National Advertisers (AANA) to develop guidelines for 'Responsible Marketing to Children' that are effective to address the concerns of public health and the wider community.

The Australian and the New Zealand - Dietary Guidelines recognise dairy as a core food group. Milk contains nearly all the essential nutrients and is the richest dietary source of calcium. It is recommended that adults and children consume 2-3 serves of dairy daily.

Fonterra's philosophy of 'Dairy for Life' embraces these guidelines, and in our endeavour to support them we will continue to follow sound nutrition policies to help guide future product development. The Fonterra *Good Choice Guidelines* outline nutritional standards and are based on current scientific research. These guidelines are used to identify where foods sit in the spectrum from everyday foods to occasional treats.

At Fonterra we aim to deliver good nutrition and create foods that children will enjoy. Our nutritionists help guide product development, and Fonterra is a Corporate Program Partner of the Dietitians Association of Australia (DAA).

CORE PRINCIPLES

The Fonterra *Good Choice Guidelines* will ensure that products are assessed on a nutritional basis to determine whether they can be suitably marketed to children.

In determining our marketing strategy we stand by three core beliefs:

1. empowering parents to make informed decisions – so they are fully aware of the nutritional value when they choose products for their children
2. promoting dairy products that kids enjoy eating as part of a healthy diet and active lifestyle
3. raising awareness of dairy nutrition

We commit to adhere to the principles of the Responsible Children's Marketing Initiative by:

- only advertising our food and beverage products to children under 12 when they comply with the Fonterra *Good Choice Guidelines*
- promoting good eating habits and physical activity and encouraging the importance of a healthy lifestyle
- marketing products in the context of a healthy lifestyle
- ensuring there is sufficient scientific evidence to support messages about nutrition and health
- responsibly marketing to children, and not undermining the parents' authority if they are not present
- portioning children's products in appropriate sized serves
- only incorporating food and beverage products that meet the Fonterra *Good Choice Guidelines* in interactive games where we promote good eating habits and physical activity including encouraging the use of active play and participation
- ensuring no reference in advertising creates a sense of urgency regarding time or price
- using offers only where the reference to the premium is merely incidental to the product being advertised in accordance with the AANA Codes and the Children's Television Standards 2009 (CTS Section 33)
- not using popular personalities, program characters or licensed characters' in advertising primarily directed to children under 12 unless products meet the Fonterra *Good Choice Guidelines*. This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS section 35).

Advertising in schools

We believe that educating children about the importance of dairy as part of a balance diet is vital in helping to promote a healthy and active lifestyle.

We understand the concerns of schools and will only promote dairy products where we have prior agreement and consent of their administration. Our intention would be to communicate for education purposes – and do so under supervision of a teacher or authorised adult.

SCIENTIFIC OR GOVERNMENT STANDARDS

The Fonterra *Good Choice Guidelines* are based on current scientific evidence and with consideration of the following.

The Australian standards:

- The Australian Guide to Healthy Eating (national food selection guide)
- The NHMRC Dietary Guidelines for Australian Adults
- The Dietary Guidelines for Children and Adolescents in Australia
- The state-based school canteen nutrition policies: Healthy Kids School Canteen Association (NSW), FOCIS (WA), Smart Choices (QLD), Right Bite (SA), Go For Your Life Victorian School Canteen Association (VIC)

The New Zealand standards:

- New Zealand Dietary Guidelines
- The Ministry of Health Nutrition and Physical Activity Policy
- Healthy Eating Healthy Action (school canteen policy)

MEDIA

Our core principles as outlined above apply to communication channels of television, radio, print, cinema and third-party internet sites where the audience is predominantly children and/or having regard to the theme, visuals, and language used are directed primarily to children.

COMPLIANCE AND COMPLAINTS

We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.

REPORTING

We will provide a report of our marketing activity against this plan on an annual basis; due by the end of February each year.

FONTERRA GOOD CHOICE NUTRITION GUIDELINES		
BEVERAGES	Everyday	Sometimes
Serve of Dairy	Dairy Protein $\geq 5\text{g}/\text{serve}$ $\geq 200\text{mg}$ calcium/serve	
Energy & Serve Size	MILKS $\leq 300\text{kJ}/100\text{ml}$ ($\leq 300\text{ml}$ serve) SMOOTHIE SHAKES $\leq 450\text{kJ}/100\text{ml}$ ($\leq 200\text{ml}$ serve) DRINKING YOGHURTS $\leq 425\text{kJ}/100\text{ml}$ ($\leq 200\text{ml}$ serve)	MILKS $\leq 300\text{ml}$ serve SMOOTHIES & SHAKES $\leq 200\text{ml}$ serve DRINKING YOGHURTS $\leq 550\text{kJ}/100\text{ml}$ ($\leq 200\text{ml}$ serve)
Total Fat	$\leq 2\text{g}/100\text{ml}$ (Children 3+) 2.5-3.3g/100ml (Children 1-2 years old - regular fat milk)	$\leq 4\text{g}/100\text{ml}$
Saturated Fat	$\leq 1.3\text{g}/100\text{ml}$ (Children 3+)	$\leq 2.6\text{g}/100\text{ml}$
Total Sugar* <small>(*Total sugars: lactose, sucrose, glucose, fructose, deionised fruit juice, maltodextrin, corn syrup)</small>	MILKS $\leq 11\text{g}/100\text{ml}$ No high fructose corn syrup (HFCS)	MILKS 11-15g/100ml No HFCS
Calcium	$\geq 100\text{mg}/100\text{ml}$	MILKS & DRINKING YOGHURTS $\geq 100\text{mg}/100\text{ml}$ SMOOTHIES & SHAKES $\geq 80\text{mg}/100\text{ml}$

FONTERRA GOOD CHOICE NUTRITION GUIDELINES		
YOGHURTS, DAIRY DESSERTS, ALL DESSERTS	Everyday	Sometimes
Serve of Dairy	Dairy Protein $\geq 5\text{g/serve}$ $\geq 200\text{mg calcium/serve}$ (Assume $\geq 150\text{g serve}$)	
Energy & Serve Size	YOGURTS $\leq 425\text{kJ/100g}$ (<200g serve size) ICE CREAM & FROZEN YOGHURT $\leq 450\text{kJ/100g}$ (<200g serve size) DAIRY DESSERTS, CUSTARDS, FROMAGE FRAIS $\leq 400\text{kJ/100g}$ (<200g serve size) ICE BLOCKS $\geq 90\%$ fruit juice	All formats <200g serve size YOGHURT $\leq 600\text{kJ/100g}$ (<200g serve size) ICE BLOCKS $\geq 70\%$ fruit juice
Total Fat	$\leq 2\text{g/100g}$	
Saturated Fat	YOGHURT $\leq 1.3\text{g/100g}$ ICE CREAM & FROZEN YOGHURT $\leq 2\text{g/serve}$	YOGHURT $\leq 2.6\text{g/100g}$ ICE CREAM & FROZEN YOGHURT $\leq 4\text{g/serve}$
Carbohydrate	No HFCS	No HFCS
Calcium	YOGHURTS $\geq 100\text{mg/100g}$ DAIRY DESSERTS (Other than yoghurt), CUSTARD, FROMAGE FRAIS, ICE CREAM, FROZEN YOGHURT $\geq 80\text{mg/100g}$	YOGHURTS $\geq 80\text{mg/100g}$
Other	No confectionary	No confectionary

FONTERRA GOOD CHOICE NUTRITION GUIDELINES		
CHEESE (HARD, SEMI-SOFT, SOFT)	Everyday	Sometimes
Serve of Dairy	Dairy Protein $\geq 5\text{g}/100\text{g}$ $\geq 100\text{mg calcium}/100\text{g}$ (Calcium cottage cheese $\geq 50\text{mg}/100\text{g}$)	
Energy & Serve Size	$\leq 40\text{g}$	
Total Fat	HARD, CHEDDAR, SEMI-SOFT, SOFT FRESH CHEESE $\leq 25\text{g}/100\text{g}$	HARD, CHEDDAR, SEMI-SOFT, SOFT FRESH CHEESE $\leq 36\text{g}/100\text{ml}$
Total Sugar*/Other <small>(*Total sugars: lactose, sucrose, glucose, fructose, deoinised fruit juice, maltodextrin, corn syrup)</small>	No added sugar for soft fresh cheese	
Sodium	HARD, CHEDDAR, SEMI-SOFT $\leq 600\text{mg}/100\text{g}$ SOFT FRESH CHEESE $\leq 450\text{mg}/100\text{g}$	HARD, CHEDDAR, SEMI-SOFT, SOFT FRESH CHEESE $\leq 750\text{mg}/100\text{g}$