



## **THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN**

**COMPANY NAME:** General Mills Australia Pty Ltd (**General Mills Australia**)

**DESCRIPTION OF CORE BUSINESS:** General Mills Australia is a leading manufacturer of brands in the Italian & Mexican meal categories and in the baking category. It also supplies dough-based products to the bakery category & foodservice channel.

Key brands in Australia include: Latina, Old El Paso, Betty Crocker, Pecks, Van den Bergh's and Croissant King.

### **STATEMENT OF COMPANY COMMITMENT:**

General Mills Australia is part of the worldwide General Mills Inc group (**General Mills**). General Mills has a long-standing commitment to responsible advertising of food to children. We are committed to our mission of 'Nourishing Lives' and to assisting in improving the nutrition and fitness habits of families and children. Our mission is to make lives healthier, easier and richer – and we strive to bring that mission to life every day through our brands.

### **CORE PRINCIPLES:**

We will meet each of the core principles outlined in the Responsible Children's Marketing Initiative by:

#### ***Advertising Messaging 1***

Because of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

#### ***Advertising Messaging 2***

Because of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

#### ***Use of popular personalities and licensed characters***

Because of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

#### ***Product placement***

We do not pay for or seek product placement of our products into children's programs or media primarily directed at children under 12.

#### ***Use of products in interactive games***

We do not use any of our products in interactive games primarily directed at children under 12.

### ***Advertising in schools***

We do not market our products to children in schools, to school groups or through school groups.

### ***Use of premium offers***

We do not advertise premium offers primarily directed at children under the age of 12 years old.

## **SCIENTIFIC OR GOVERNMENT STANDARDS:**

Because of the nature of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

## **MEDIA:**

This initiative applies to 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.

We make the following commitment:

While we do not advertise to children under 12 in Australia, General Mills is committed to maintaining the highest standards for responsible advertising. In those markets around the world where we do advertise on media primarily directed to children under 12, we have specific calorie threshold (175 or less per serving), sugar, sodium and fat limitations, combined with strict nutrition requirements to increase nutrient density (must be a good source of whole grain, low-fat dairy, vegetables) in order to be advertised.

If in the future if we do advertise on programs directed to children primarily under 12 in Australia, we will only advertise those products that meet specific nutrition guidelines. These guidelines require that the products meet specific nutrition criteria based on accepted nutrition guidance and scientific evidence. The guidelines will be published on our website.

## **COMPLIANCE AND COMPLAINTS:**

We are committed to ensuring that we abide by the principles in this Company Action Plan and will implement appropriate internal guidelines for review of advertising.

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.