



CASE REPORT

1. Complaint reference number	219/02
2. Advertiser	Australian Dairy Corporation
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 September 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a child holding a cheese slice with the caption: ‘A glass of milk, 2 slices of cheese, a tub of yogurt.’ The advertisement encourages people to give children three serves of dairy foods per day. The final caption is: ‘3 serves of dairy, 10 essential nutrients, 1 healthy kid.’

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“I find the ad very misleading in the way it portrays dairy as a healthy product. It does not go into details as to what these nutrients are or mention the fact that all of these so called health benefits can be obtained elsewhere. And it makes no mention of the drawbacks of consuming dairy products...the only people profiting is the Australian Dairy Corp. “

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s response stating that the advertisement ‘is credible and substantiated by scientific and nutritional research.’ The Board also noted that the advertisement was consistent with National health and medical research.

The Board determined that the material did not breach the Code in relation to the portrayal of health & safety.

It further found that the advertisement did not contravene the Code on any other grounds and, accordingly, dismissed the complaint.