

ARLA FOODS- RESPONSIBLE MARKETING POLICY

All Marketing communications in this Policy must comply with all relevant laws/regulations in the local country

What activities does this policy apply to?

This policy applies to Arla Foods marketing communications directed to consumers.

This covers marketing communications including but not limited to television, radio, outdoor, digital incl. both company owned websites and third party websites, social media, apps, online games, sponsorships and direct marketing and all other forms of communication, excluding packaging.

What consumers is this policy aimed at?

This policy refers to communication activities aimed at all consumers, with added provisions for communications directed to children.

The UN Convention on the Rights of a Child¹ defines children as those under 18 years of age. As such, Arla Foods will ensure that specific provisions of its policy are respected when communicating to children falling within this age group.

Finally, the best available academic and scientific evidence² suggests that special protections should be afforded to children under 12 years. For this reason, Arla Foods has another set of specific measures which apply to children under 12 years.

To determine if marketing communications are “directed to children” in the above age groups, we will take into account the placement (e.g. media audiences – where over 30% of the audience are children, below the age of 18 and 12 respectively as well as the content of those communications and, specifically, if they are likely to be of particular appeal to children in the above-mentioned age groups

What other regulations apply in addition to this policy?

Marketing communications must comply with all relevant laws/regulations in the local country.

Last but not least, Arla’s Nutrition Criteria set the standard by which all brands may or may not be advertised to children under 12 and are referred to throughout this policy.

For marketing and communication to all consumers,

Arla Foods will:

1. Factually present its dairy products and recipes in all its advertisements in a way which does not attempt to mislead consumers.
2. Present nutrition and health claims in compliance with international standards including the European Food Safety Authority (EFSA) and local country regulations, or Codex Alimentarius standards if no country regulations exist.
3. Neither encourage nor condone over eating; and portion sizes must be represented as appropriate for the intended consumers.
4. Not represent products as substitutes for meals when they are not intended as such.

¹ <http://www.ohchr.org/EN/ProfessionalInterest/Pages/CRC.aspx>

² http://info.wfa.be/RAC_AgeEvidence_final.pdf

In addition, for marketing and communication directed to all children,

Arla Foods will:

1. Support the role of parents and other appropriate adult role models by providing information on the nutritional profile of healthy products, where relevant
2. Not mislead about the potential benefits from the consumption of a product, such as status or popularity with peers, sports success, and intelligence.
3. Exclude any direct appeal to children to persuade their parents or other adults to buy an advertised product for them.
4. Not exploit the inexperience or credulity of children. Sales promotions will be presented in a transparent way such that children and parents are aware of any conditions before they make the decision to purchase.
5. Not use media personalities (live or animated) to sell products, premiums or services in a way that obscures the distinction between programme or editorial content and commercial promotion. For example, commercials or advertisements featuring characters will not be aired adjacent to programmes or articles in which the same personality or character appears.

And specifically for marketing and communication for all brands directed to children below 12 years,

Arla Foods will:

1. Always promote healthier products that only include products that meet Arla's Nutrition Criteria.
2. Only use licensed or non-licensed cartoon characters and celebrities appealing to children aged below 12 in association with products which meet Arla's Nutrition Criteria.
3. Refrain from placing in the content of a children programme, any Arla Foods products for the purpose of promoting sales of such products.
4. Only promote brands or products in primary schools including displays, charitable fundraising activities, public service messaging, sales or advertising directed to school administrators, at their request or when agreed with them. Arla Foods may participate in campaigns for educational purposes to promote cooking/baking of healthy, balanced recipes.

Approved by:

Hanne Søndergaard
Executive Vice President & CMO, Marketing & Innovation.