


Marketing	
Responsible Children’s Marketing Initiative Company Action Plan	
May 2020	

COMPANY NAME: Bega Cheese Limited

DESCRIPTION OF CORE BUSINESS

The Bega brand is a household name across dairy and grocery categories in the Australian market. We have the iconic Vegemite brand, as well as Dairymont, Farmer’s Table, Zoosh dressings and dips and are the market leader in peanut butter. Our revenue comes primarily from our iconic dairy packaged brands and we are committed to expanding our range of dairy ingredients, nutritional and core food products around the world. Our domestic customers include Aldi, Coles, Woolworths, and Metcash plus distribution across food service and quick service restaurants. Our business-to-business customers include Fonterra, Kraft, Mondelēz, Bellamy’s and Blackmores.

STATEMENT OF COMPANY COMMITMENT

Bega produces a range of staple and snacking products with a constant commitment to quality. Our iconic brands have earned the trust of Australian consumers and we are constantly innovating new and existing product ranges to support a healthy and balanced lifestyle.

Bega has developed an internal set of Nutrition Guidelines with ongoing reviews and targets aimed at continuously improving the health and nutritional value of our products. All branded products are subject to these guidelines.

Our marketing activities span from mass media to in-store activities, and include sponsorships that predominantly focus on sport and activity. Bega makes a determined effort to advertise responsibly. Our communications will not be designed to be misleading or encourage irresponsible consumption.

Australian and 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 two to three serves of dairy daily. We monitor our marketing communications to ensure they do not contain objectionable content and do not depict discriminating or offensive attitudes.

Bega complies with the Association of National Advertisers (AANA) Code of Conduct for Advertising to Children.

CORE PRINCIPLES

Advertising messaging

Bega will not advertise food and beverage products to children under 12 years of age unless:

1. those products represent healthy dietary choices, consistent with Bega's Nutrition Guidelines, established scientific or Australian government standards; and
2. the advertising and/or marketing communication activities reference, or are presented in the context of, a healthy lifestyle designed to appeal to the intended audience through messaging encouraging good dietary habits and physical activity.

Use of popular personalities and characters

Bega will not use popular personalities, program characters or licensed characters in advertising primarily directed to children under 12 unless such advertising complies with the messaging options set out above. This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS section 35).

Advertising in schools

Bega believes that educating children about the importance of dairy as part of a balanced diet is vital to helping to promote a healthy and active lifestyle.

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

Product placement

Bega does not, and will not, pay for or seek product placement in programming or editorial content targeted at children under the age of 12.

Use of products in interactive games

Bega will not incorporate product placement into interactive games content targeted at children under the age of 12.

Use of premium offers

Bega is committed to refraining from advertising premium offers unless the reference to the premium is merely incidental to the product being advertised in accordance with the requirements set out by the AANA in the Children's Television Standards 2009 (CTS section 33).

SCIENTIFIC OR GOVERNMENT STANDARDS

Bega recognises the need to provide consumers with products to meet their dietary requirements.

In determining which of our products are considered acceptable to advertise to children under 12, we will develop our nutrition criteria taking into account the following established standards:

- Australian Guide to Healthy Eating
- Food for Health: Dietary Guidelines for Children and Adolescents in Australia
- State-based canteen nutrition policies.

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 where 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 with our Annual Corporate Social Responsibility Report.