

FEVIA Code on Food Advertising

The Belgian Food Industry Federation (FEVIA) and the Belgian Union of Advertisers (UBA) have developed a new self-regulatory Code on Food Advertising.

The Code includes the following provisions on food advertising to children:

- All claims or messages that can be reasonably interpreted by consumers as nutritional or health claims must have a proper scientific basis. The message must be in keeping with the likely interpretation of the average consumer, especially when children and young people are concerned
- Food advertisers must be particularly attentive not to use ***celebrities or characters in food advertising*** addressed to children in a way that could blur the distinction between programmes and commercial promotion of the products
- Food advertising addressed to children cannot prejudice the role of parents and other people responsible for children's choice of diets and lifestyles.
- Food advertising cannot encourage children directly to persuade their parents or other adults to buy the advertised products.
- Whereas the use of fantasy and animation is appropriate in commercial communication to children and youths, this cannot exploit their imagination in a way that could lead them to misunderstand the nutritional qualities of the advertised product.
- The consumption of a food product cannot be associated with sports success, popularity or intelligence.

The FEVIA Code has also been signed by the Belgian Federation of Modern Restaurants (BEMORA) and by the Federation of Distributors (FEDIS)

The Code entered into force on 1 May 2005.

Its implementation will be monitored by the self-regulatory Jury for Ethical Advertising Practices (JEP).