



23 June 2017

Our Commitment to the New Zealand Ministry of Health's Healthy Kids Industry Pledge

The New Zealand Beverage Council (NZBC) and its members welcome the opportunity to work with government agencies and the wider food industry to address the complex issue of childhood obesity in New Zealand.

We recognise that childhood obesity has implications for our children today, as well as their future health and well-being.

We are committed to doing our part in a meaningful way and will identify and contribute solutions that make it easier for our children and their caregivers to make healthy choices.

We will continue to work to review and revise the composition of products, market them responsibly and provide clear nutritional information and guidance.

In addition to offering our support for the Ministry of Health's Healthy Kids' Industry Pledge, NZBC and its members have committed to the following:

Schools

We respect the unique learning environment of schools and believe in commercial-free classrooms. This means, we will NOT commercially advertise in ANY primary, intermediate nor secondary school in New Zealand.

In 2006, NZBC members Frucor and Coca-Cola Amatil NZ, and the Ministries of Education and Health signed a world-first Voluntary Schools' Agreement (VSA) to NOT sell sugar sweetened carbonated soft drinks nor energy drinks directly to any primary, intermediate nor secondary school in New Zealand.

The VSA was part of proactive efforts by both companies to respond to the emerging issue of obesity in New Zealand.

In 2017, Frucor and Coca-Cola Amatil NZ extended the VSA to NZBC and its members who further commit to:

1. ONLY selling bottled water to primary and intermediate schools in New Zealand*
2. NOT directly sell sugar-sweetened soft drinks nor any energy drinks to secondary schools in New Zealand
3. WORK with third party wholesalers to encourage them to adhere to the industry commitment when selling beverages to New Zealand schools
4. WORK with Ministries of Education and Health to encourage primary and intermediate schools to work within the NZBC commitments

Marketing

We are committed to the responsible marketing, advertising and sponsorship of non-alcoholic beverages.

This means we will:

1. ADHERE to the [Advertising Standards Authority Children and Young People's Advertising Code in New Zealand](#) (CYPAC). **

Specifically, we will NOT:

a] Advertise any beverage in media that directly targets children under 14 or where 25% or more of the expected audience will be children under 14. ***

Note. This goes above and beyond the new CYPAC which only restricts the advertising of *occasional* foods and beverages

b] Design our advertising in a way that significantly appeals to children under 14.

2. WORK with the New Zealand Retailers' Association and the New Zealand Association of Convenience Stores to encourage their members located near primary and intermediate schools to:
 - a. Focus on low and no kilojoule beverage product marketing
 - b. Increase their range of low and no kilojoule beverages
 - c. Increase their range of smaller portion size beverage packs

Kilojoules

We will continue to consider options for innovation and the reformulation of products to ensure children and their families have easy access to healthier beverage options.

This means we will:

1. Continue to reformulate products to reduce kilojoules
2. Continue to develop new low and no kilojoule beverages
3. Work with our retail customers to encourage the increased promotion and availability of low and no kilojoule beverages

Labelling and Education

We will continue to enhance labelling to help families make healthy choices for their children, including supporting the Government's Health Star Ratings (HSR) system.

This means, we will:

1. REAFFIRM that our members have adopted the HSR labelling system. As energy is the key ingredient in beverages, the HSR Integrated Energy Icon will continue to be implemented across members' products. This will be displayed/promoted on
 - a) Front-of-pack, on ALL packs, excluding water by 31 December 2020
 - b) NZBC and member websites
2. WORK with the NZ Retailers' Association and the NZ Association of Convenience Stores to develop and promote a beverage energy literacy education pack

Reporting and Compliance

We commit to annual reporting on members' activities undertaken in support of these Commitments and make this information publicly available on the NZBC and members' websites.

Reporting will include, but is not limited to, surveying, on an annual basis, NZBC members to ascertain their compliance to and progress on these Commitments.

Notes

*Bottled water refers to all bottled water containing no kilojoules

** The Advertising Standards Authority Children and Young People's Advertising Code comes into *effect on 03/07/17 for new advertisements and 02/10/17 for existing advertisements. Until then the existing codes of practice apply.*

*** *using audience data, where available*