

Decision of the ADVERTISING REGULATORY BOARD

Complainants	Nicola Millson Peter de Fouw
Advertiser	Karan Beef
Consumer/Competitor	Consumer
File reference	543 – Nicola Millson & another
Outcome	Undertaking
Date	25 November 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider complaints against a newspaper advertisement for Karan Beef.

Description of the advertising

The advertising in question is:



Complaint

In essence, the Complainants took issue with the claim: “WANT A HEALTHY LIFESTYLE? Make beef part of your daily diet.”

The first Complainant submitted that red meat has been classified as Group 2A, probably carcinogenic to humans by the World Health Organisation (International Agency for Research on Cancer). Furthermore, WHO state that the risk of colorectal cancer could increase by 17% for every 100 gram portion of red meat eaten daily. She therefore takes issue with the claim that making beef part of a daily diet promotes a healthy lifestyle when major organisations, with research from solid science, state that meat is probably carcinogenic.

The second Complainant stated that it is a medically proven fact that meat causes cancer.

Response

The Advertiser addressed the merits of the matter, but addressed their argument primarily at the content of the article accessed through the scan code in the advertisement. They stated, *inter alia*, that they are not negligent in not stating the possible link between meat consumption and cancer, which they provided detailed argument around.

In response to subsequent queries from the Directorate, they submitted that they will not make reference to daily consumption in future claims without firm evidence.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Misleading claims – Clause 4.2.1 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The claim in this matter is:

“WANT A HEALTHY LIFESTYLE? Make beef part of your daily diet.”

The Directorate notes that the question before it is not whether or not beef is carcinogenic. The claim makes no reference to cancer, and the advertiser would, if defending the matter on the merits, only need to show that the actual claim is substantiated.

In this matter, the Advertiser has undertaken to withdraw the claim. The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

The ARB Directorate is satisfied that the undertaking by the Advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.