

NOTE

From the ARPP Food Behaviours Code Version 3 of May 2021; preamble and scope. This is an unofficial and non-binding translation of those sections only

<https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/recommandation-comportements-alimentaires-v3/>

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PREAMBLE

The industry, aware of the strong French culinary tradition and of the role that professionals can play in preventing unbalanced eating behaviours, are committed, especially with regard to young audiences, to an active process that promotes:

- a healthy diet which contributes in an ongoing way to the physical, mental and social well-being of every individual
- daily physical activity.

In this spirit, responsible communication is that which ensures that its content is in accord with concern for improving wellness in life, which includes:

- a diversified and balanced diet
- regular physical activity
- sufficient sleep for proper working of the metabolism.

Therefore, when advertising mentions or shows a food behaviour, it must not encourage behaviours that are contrary to recommendations in terms of wellness commonly accepted and expressed by the French National Nutrition and Health Program (PNNS).

SCOPE

These rules apply:

- to all advertising representing a food behaviour, no matter the persons represented
- to ambassadors, to influencers¹, to popular people, whether celebrities or ordinary individuals, whether imaginary or otherwise
- and regardless of the audience.

The rules apply to all advertising sectors.

The notion of product, used below, refers to food as well as to drinks.

In addition to specific legislative and regulatory provisions, the advertising, in whatever form, must comply with the following rules (see separate Food Behaviours code)

¹ In compliance with the provisions relating to [Communication d'influenceurs et marques](#) from the [Recommandation ARPP Communication publicitaire digitale](#). These are translated separately on the principal pages of this database