

G-Regs™

Belgium – Fevia Food Advertising Code



Full title	Code de Publicité pour les denrées alimentaires ; from Fevia – Fédération de l'industrie Alimentaire (Fevia Food Advertising Code)
Context	This is a non-binding translation of the principal self-regulatory Food Code in Belgium.
1. General	1. Advertising must be designed to respect the rules and the spirit of the law and the self-regulatory Codes in general and this Code in particular, to maintain confidence both in advertising and in the self-regulation system.
2. Nutrition or health claims	<p>2. Any claim or any communication that is reasonably interpreted by consumers as a nutrition claim or a health claim must be appropriately scientifically proven.</p> <p>Any claim must be consistent with the nature and extent of scientific evidence and provide the consumer with verifiable information.</p> <p>The claim must also be assessed on the likely understanding of the average consumer, especially when children and young people are concerned.</p> <p>Any comparison relating to nutritional or health values must be able to be established based on objective and clearly understandable data.</p>
3. Healthy lifestyle	<p>3. Food advertising may not encourage or justify excessive consumption and portion sizes must be appropriate to the depicted scene.</p> <p>Food advertising may not denigrate the promotion of healthy and balanced eating habits or the importance of a healthy and active lifestyle.</p>
4. Communication that does not mislead	<p>4. The text, audio, and visuals in food advertising must properly represent the characteristic of the product highlighted in the advertising, such as taste, size, content, nutritional or health benefits, and must not mislead consumers on one or more of these characteristics.</p> <p>Taste or consumer preference tests cannot be used in such a way as to suggest statistical validity when that would not happen in reality.</p> <p>Food products that are not intended to be meal replacements may not be represented as such.</p>
5 - 8. Advertising to Children	<p>5. Food business operators must ensure in particular that in food advertising aimed at children, media personalities (living or animated) are not used in such a way as to blur the distinction between programmes or editorial content on the one hand, and commercial promotion intended to sell products, premiums (promotions) or services on the other hand.</p> <p>6. Food advertising addressed to children may not create a sense of urgency or</p>

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inappropriately minimise price.

7. Food advertising shall not prejudice the role of parents and other adults responsible for the well-being of a child in the choice of diets and lifestyles.

Advertising may not incite / call directly on children to persuade their parents or other adults to buy the advertised products.

8. In compliance with current legislation in this area, sales promotion offers directed at children must state the conditions of the offer or competition in terms that children can understand.

Advertisers should make every effort to ensure that children gain a good understanding of products they buy, if any, to receive a premium or participate in a competition; the conditions of participation, the types of prizes and the probability of winning / gain.

9 - 10. Advertising to children and / or young people

9. While the use of fantasy, including animation, is appropriate in advertising communication with children and young people, care must be taken not to exploit imagination in such a way that could mislead as to the nutritional benefits of the product concerned.

10. Food advertising may not mislead consumers on the potential benefits to health or other potential benefits from consumption of the products portrayed.

In advertising to children and young people this includes inter alia references to status or popularity among peers, academic or sporting success, or intelligence.

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