

Full title of law or regulation	<p>ARPP Food Behaviours Recommendation Version 3 published July 2021. In French: https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/recommandation-comportements-alimentaires-v3/</p> <p>Clauses amended or added are shown below in italics; translation is unofficial and non-binding. The remaining translation is taken from the ARPP English translation of Version 2 of the Recommendation linked below, those clauses remaining applicable. Where we think the ARPP translation might create some confusion, we show an alternative in brackets. https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/food-behaviors-code/</p>
Preamble	<p><i>The industry, aware of the strong French culinary tradition and of the role that professionals can play in preventing unbalanced eating behaviours, is committed, especially with regard to young audiences, to an active process that promotes:</i></p> <ul style="list-style-type: none"> • <i>a healthy diet which contributes in an ongoing way to the physical, mental and social well-being of every individual,</i> • <i>daily physical activity.</i> <p><i>In this spirit, responsible communication is that which ensures that its content is in accord with concern for improving wellness in life, which includes:</i></p> <ul style="list-style-type: none"> • <i>a diversified and balanced diet,</i> • <i>regular physical activity,</i> • <i>sufficient sleep for proper working of the metabolism.</i> <p><i>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).</i></p>
Scope	<p>These rules apply:</p> <ul style="list-style-type: none"> • to all advertising representing a food behaviour, no matter the persons represented, • <i>to ambassadors, to influencers¹, to popular people, celebrities or ordinary individuals, whether imaginary/ fictional or otherwise</i> • <i>and no matter the audience.</i> <p>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, no matter the form, must comply with the following rules:</p>
1 - General principles 1/1. Well-balanced diet	<p>a) When the meal as a whole, lunch or dinner, is visualized, it must be a well-balanced diet. The representation of a well-balanced diet has to be respected in all circumstances when breakfast and snack time are presented.</p> <p>b) If the French PNNS recommendations are mentioned in an advert, they have to be positively introduced.</p> <p>c) Likewise, adverts must not contradict, nor ridicule good food behaviors or healthy lifestyles, nor minimize their interest.</p> <p>d) <i>Furthermore, advertising must not promote food behaviours that may cause serious shortcomings.</i></p>
1/2. Excessive consumption	<p>a) Adverts shouldn't encourage an excessive consumption of products. The notion of "excessive quantity" is analyzed in comparison with the audience which is concerned, and in function of the context which is represented. Encourage excessive consumption means, for example, representing a person consuming or about to consume a product without any restraint or in unreasonable quantities.</p> <p>b) All the more, claims encouraging directly excessive consumption such as "to be eaten</p>

¹ In compliance with the provisions relating to Influencers and brands from the Digital Advertising and Marketing Communications Code.

	<p>without restraint" are banned.</p> <p>c) The physical exercise cannot be used as an excuse for presenting excessive consumption.</p> <p>d) The expression of satisfaction and pleasure triggered by the consumption of the product is not concerned. (Note: we take that to mean that satisfaction and pleasure etc. is permitted)</p>
1/3. Nibbling	<p>a) It is possible to show someone eating between meals, nevertheless adverts shouldn't encourage eating all day in an unreasonable way.</p> <p>b) Nibbling shouldn't be presented as substitutable to a meal.</p>
1/4. Context of consumption	<p><i>All consumption situations in front of a screen in a home are prohibited whether they feature people, ambassadors, influencers (see footnote 1), popular people, celebrities or ordinary characters, whether imaginary or otherwise.</i> (French counsel's comment: we consider this means all kinds of screens including computer screens)</p>
1/5. Nutritional comparisons and equivalences	<p>a) Equivalences between food products are only allowed for products belonging to the same food category.</p> <p>b) Adverts shouldn't encourage substitutions between categories, notably by suggesting that the profits (benefits) of the two products compared are globally (generally) equivalent.</p> <p>c) These equivalences should be nutritionally relevant (for example, they must concern nutrients present in both products and in significant quantities).</p> <p>d) Raw products shouldn't be depreciated (denigrated).</p>
1/6. Food behaviours and societal values	<p>a) Food waste</p> <p>Adverts must avoid representing behaviors contrary to ethical rules related to sustainable development by encouraging in any way food wasting. Food wasting covers throwing (away), as if it were waste, a non-trivial amount of food that is still edible.</p> <p>b) Diversity</p> <p><i>Advertising must avoid any form of stigmatisation of people because of their height, body size, thinness, or their food choices, as long as these comply with the principles of this recommendation.</i></p> <p>c) Physical activities and sports</p> <p>When adverts presenting an eating behavior also show physical activities or sports, they must not spread messages contrary to sport values (as for example, violence, incivility, discrimination...)</p>
2 - Adverts presenting children and/or aiming at children	<p>a) Children shouldn't be led to think that food can change their daily life (art activities, school, and sport) by exceptional performances.</p>
2/1. Association of performance to humour or to an imaginary world	<p>The use, in an advert, of humor, original and unusual situations, or the reference to an imaginary world, is possible if it stays in a fantasy world and doesn't risk to be understood by children like real achievements which could result from the food consumption</p> <p>b) Advertising featuring ambassadors, <i>influencers (see footnote 1), popular people, celebrities or ordinary characters, whether imaginary or otherwise and encouraging children to consume a product, should not promote behaviors which are opposite to healthy eating behaviours and lifestyles.</i></p>
2/2 In reference to adults	<p>a) Adverts shouldn't depreciate or minimize the authority or the advices of the adults surrounding the children in product consumption, neither suggest their resignation. (abdication of responsibility)</p>