

NOTE: The Dutch Advertising Code Section B: Code for Environmental Advertising.  
<http://www.gregsregs.com/downloads/DACEnvironmentCode.pdf>

---

Explanation of Article 9. Famous football players may know a lot about football and housewives should be well qualified to assess whether a particular brand of margarine fries meat to the right shade of brown, but the opinions of a footballer or a housewife on the environmental aspects of certain products are not based on the expertise required for making an assessment. Such quotations are therefore very likely to be misleading and must be avoided. The speaker quoted should be an expert in the field he is talking about