



Olam Agri



# Responsible Marketing Policy

January 2022

Let's Talk

# Responsible Marketing

**We're all about doing things the right way** and making a real impact in agriculture and food. Let's drive change together, the ethical, sustainable & socially responsible way.

Our commitments apply to all Olam Agri products and comply with the International Food & Beverage Alliance Global Policy on Marketing Communications to Children.

## Our Goal

To provide marketing communications about food and beverage products that empower consumers to make informed choices that support a balanced and healthy lifestyle.

## How We'll Achieve This

- Provide marketing communications that do not contain misleading information or terminology
- Claim nutrition and health benefits only when a sound scientific basis exists, and in compliance with all applicable regulations in countries where we operate
- Not aim marketing communications directly at children under the age of 12 years<sup>1</sup>
- Not engage in food or beverage product marketing communications to children in primary schools<sup>2</sup>. We may participate in health and wellness educational programmes provided they are specifically requested by, or agreed with, the school administration and endorsed by relevant national authorities. We'll only participate in such activities with products that meet nutritional criteria.

We commit to creating marketing communications that depict positive, diverse and unbiased portrayals, which are not discriminatory or offensive to any group or person based on social, racial, ethnic, religious, gender, age or physical traits.

We will ensure compliance to our Responsible Marketing Policy and periodically update the policy in line with principles of the International Chamber of Commerce Framework for Responsible Food and Beverage Marketing.

1. Primarily directed to children under 12 means advertising in measure media where 35% or more of the audience is under 12 years of age, or where marketing techniques are designed to appeal to children under 12.  
2. This does not include displays for food and beverage products offered for sale, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use. Any product featured in such activities must meet nutritional criteria.