



Olam Agri

Responsible Marketing Policy



Responsible Marketing Policy

We're all about doing things the right way and making a real impact on agriculture and food. We want to drive change together, in an ethical, sustainable, and socially responsible manner.

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

Our goal is to provide marketing communications about food and beverage products that empower our consumers to make informed choices which support a balanced and healthy lifestyle.

We'll achieve this by:

- Providing marketing communications that don't contain misleading information or terminology.
- Only claiming nutrition and health benefits when we can attribute them to a sound scientific basis, in compliance with all applicable regulations in the countries where we operate.
- Not aiming marketing communications directly at children under the age of 12¹.
- Not engaging in food or beverage product marketing communications to children in primary schools². We may participate in health and wellness educational programmes if we're sure they're 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're committed to creating marketing communications that depict positive, diverse, and unbiased portrayals, which aren't discriminatory or offensive to any group or person based on their social, racial, ethnic, religious, gender, age, or physical traits.

We'll ensure compliance with our Responsible Marketing Policy and periodically update this 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.





Learn More

 [olamagri.com](https://www.olamagri.com)

Follow Us

 [olam-agri](https://www.linkedin.com/company/olam-agri)

 [OlamAgri_](https://twitter.com/OlamAgri_)

Olam Agri

7 Straits View, Marina One East,
Tower #20-01, Singapore 018936

T +65 6339 4100