



Toni Brendish
Nutricia Managing Director
PO Box 1007
North Ryde Business Centre
NSW 1670

Monday 16th October 2006

Dear Ms Brendish,

Karicare Toddler Gold wins the Smoke & Mirrors Award in the "2006 Children's TV Food Advertising Awards"

I am writing to you on behalf of the 1550 members of The Parents Jury. The Parents Jury is an online forum of concerned Australian parents who wish to voice their concerns and opinions on children's food and physical activity issues and to work collectively towards a healthier community for Australian children.

At the recent "2006 Children's TV Food Advertisement Awards", Nutricia was overwhelmingly voted by parents as the winner of the "Smoke and Mirrors Award" for the Karicare Toddler Gold advertisement. The award was given to the advertisement parents feel is hiding the true nutritional content of its product under a haze of clever marketing and claims of "health" benefits.

The Parents Jury members criticised this ad for dismissing the idea of feeding children cows milk even though the product is mostly derived from dried cows' milk, and is high in sugar. We would urge you to cease screening this misleading advertisement. We are aware that it was found to be a misleading advertisement after a complaint was lodged with the Advertising Standards Complaint Board in New Zealand.

The TV Food Awards give parents the opportunity to vote for their best and worst food advertisements.

The membership of The Parents Jury has doubled in size in the past year and this undoubtedly highlights the growing concern of parents for the health of their

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children. Our members are calling for a ban on the advertising of junk food products during children's television programs. One in four Australian children are overweight or obese, and the constant advertising of junk food only serves to increase this growing problem.

We invite you to send a response so that it can be passed onto our members.

Yours sincerely,

Justine Hodge
The Parents Jury Co-ordinator

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