

## consumers

### Product integrity

We are committed to providing consumers with high-quality, wholesome products which are marketed truthfully, labelled clearly, and, as a minimum, meet food safety regulations.

### Advertising and promotions

All advertising, promotions and other public communications will be conducted in line with the principles of honesty, integrity and openness. This will ensure that we communicate in an accurate and truthful way. We will take special care to avoid any suggestion of exploiting the inexperience of children or undermining the responsibility or judgement of parents or other carers.



## customers, suppliers & business partners

We will carry out our business honestly, ethically and with respect for the rights and interests of the people with whom we do business. We expect relations with joint-venture partners, licensees, suppliers and trade customers to be mutually beneficial and will encourage our principles and standards to be upheld while the relationship continues.

