

Sustain's Ethical Advertising Policy

Sustain: The alliance for better food and farming advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture and promote equity. We represent around 100 national public interest organisations working at international, national, regional and local level. We work with hundreds more, in communities around the country – and sometimes internationally – to implement campaign and project activities.

Sustain is a not-for-profit organisation and a registered charity. We need to raise money to pay staff salaries and for volunteer expenses; to pursue project activities; run our office and website; and to pass on as grants to the communities we work with. We also need to ensure that any money we accept reinforces our values and principles, and does not detract from them. Funds received from paid advertising make a small but useful contribution to this.

Sustain's ethical approach to advertising

The principles of Sustain's ethical approach to paid advertising are as follows:

- We accept advertising only from/for organisations and products/services aligned with the values of the publication or event, and with Sustain in general.
- We carry advertisements in our print and online publications, currently *The Jellied Eel* and *True Loaf* magazines that are circulated to those interested in our London Food Link and Real Bread Campaign, respectively.
- Occasionally we also carry paid advertising on some of Sustain's project-specific websites and other digital media, where it is relevant to those project-specific audiences. We will always make clear that this is advertising, not editorial content.
- Only in very exceptional circumstances will we carry advertising on Sustain's own website, alliance newsletter or other digital media, with Sustain Council approval. One recent example is a promotional partnership with the Triodos Bank.
- In order to keep the lines between advertising and editorial content distinct, we do not run advertorials. Sustain prizes our reputation for retaining our impartiality and editorial independence. Hence, our choice of editorial content is independently written and not influenced by our advertisers. Though we are careful when selecting features and approving advertisers, inclusion does not necessarily imply an endorsement by Sustain, nor by any of our projects, publications, nor individual staff members or Sustain.
- We reserve the right to decline or withdraw any advertisement without giving a reason.
- We will always abide by advertising regulations and good practice guidance.

As a guide, what we do not accept advertising for/from includes, but is not limited to:

- Large multinational food or farming corporations
- Major supermarket chains (with the exception of ethical and social enterprise initiatives, and cooperatives)

- Unsustainable fish or seafood (e.g. on the Marine Conservation Society 'fish to avoid' list) <https://www.mcsuk.org/goodfishguide/search>. We prefer to promote fish on the MCS 'fish to eat' list and fish that is Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) certified
- Bottled water
- Foods and beverages high in fat, salt or sugar aimed at children, even if the advertising is aimed at their parents
- Food supplements or vitamin pills
- Coffee, tea, chocolate, fruit, wine and other products that have no fair trade accreditation, but are imported from developing countries that would greatly benefit from fair trade and a premium price
- Unsubstantiated health or environmental claims
- Products marketed as 'bread' that are produced using undeclared processing aids or artificial additives
- Food or drink products, or feeding aids (other than those promoting breastfeeding) aimed at parents or carers of babies under the age of six months.

For food products for children from two years and older, our publications will consider such adverts on a case-by-case basis. We may accept adverts for such products only where these meet nutritional guidelines for the target age group, in keeping with the UK's regulation of broadcast advertising of food to children, and only where we judge that these support nutrition messages and healthy eating practices consistent with national nutritional guidelines.

See also

- Sustain's Good Food Guidelines [\[https://www.sustainweb.org/sustainablefood/what_is_sustainable_food/\]](https://www.sustainweb.org/sustainablefood/what_is_sustainable_food/)
- Sustain's Ethical Funding Policy [\[https://www.sustainweb.org/resources/files/other_docs/Sustain_ethical_funding_policy_FINAL_June2017.pdf\]](https://www.sustainweb.org/resources/files/other_docs/Sustain_ethical_funding_policy_FINAL_June2017.pdf)

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For publication on the Sustain's Good Governance web page:

https://www.sustainweb.org/about/sustains_sustainability_policies/ and referenced from key project and publication pages: <https://www.sustainweb.org/jelliedeel/advertise/> and <https://www.sustainweb.org/realbread/trueloaf/#advertising>