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Media release

## Boycott Wrigley's— don't buy or chew gum to support Australian Bananas

### Background

Wrigley's, the manufacturers of Extra chewing gum, has a television advertising campaign that identifies different foods as being plaque-causing and suggests they cause tooth decay.

Regrettably, one of the foods they have elected to highlight is the banana. They probably chose Australia's favourite fruit because a banana looks cute as an animated character.

But what they don't realise is that their messages contradict all the effort the Australian Banana industry has invested in to educate our nation that bananas are a healthy and natural food and an ideal snack when energy levels are sapped.

Wrigley's needs to be reminded that bananas are far healthier than any chewing gum and far more environmentally friendly.

The Australian Banana industry initially wrote to Wrigley's asking the company to modify or withdraw their television commercial. When that letter drew no response, a complaint was lodged with the advertising watchdog, the Advertising Standards Bureau.

Because Wrigley's continues to refuse to meet our request, the industry has decided to stand up for Australian Bananas and to call on its allies to do likewise by boycotting Wrigley's gum.

### How you can help and support Australian Bananas

We are calling on all our allies to support the industry by asking their children and friends' children not to buy or chew gum. We also ask adults to do likewise.

With your support we can send a clear message to this big American company that the Australian Banana industry is prepared to fight to protect the image of Australia's No1 fruit and not to allow its wonderful health and nutrition benefits to be dashed by a chewing gum ad with cute cartoon characters.

### What else is the industry doing?

In addition to calling on you to help, the industry is:

- Asking for support from School Canteens nationally;
- Seeking support from banana wholesalers;
- Communicating with all banana growers; and
- Advising the Advertising Standards Bureau of our campaign.

Thank you.

### Enquiries

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