



17 December 2009

Media release

Banana industry thanks Wrigley's over TV ad decision

Australia's banana industry has welcomed the Wrigley Company's decision to remove the banana character from future chewing gum campaign and thanks the company for acknowledging the concerns of the industry.

Australian Bananas Marketing Manager, David Chenu says, "We wish to thank Wrigley's for acknowledging our legitimate concerns over what their television commercials could do to our banana health and nutrition education and we are grateful that further action planned can now be withdrawn or cancelled.

"Bananas are the No1 fruit in Australia for a number of reasons, one key factor being their health and nutrition attributes.

"Growers in Queensland, News South Wales and Western Australia are thrilled with the outcome because they were deeply concerned about the impact of the television campaign over time.

"While the television commercial characters may have seemed cute at the time, the message certainly was not from the banana industry's perspective.

"Because the banana-growing industry supports some 800 families and indirectly many more, it was critical for us to protect years of investment in educating Australians about the health benefits of eating bananas.

"The industry has taken on a number of challenges from Cyclone Larry to the threat of imports from the Philippines, and this latest matter is further testament to how steadfast Australian banana growers are in protecting their interests.

"Now that this issue has been resolved favourably, we can look forward to continuing our banana health education. Shortly we will be able to release brand new data analysing banana which we are confident will present some positive surprises once completed.

Enquiries

David Chenu

Horticulture Australia Limited

Tel (02) 8295-2381

Mobile 0419 318 013