

INSTITUTIONAL FRAMEWORKS FOR RESPONSIBLE MARKETING COMMUNICATIONS IN FOOD CHAINS

Wiktor J.W., Dr. hab., Prof.

Krakow University of Economics, Krakow, Poland

Savytska N., Dr. of Economic Sciences, Prof.

State Biotechnological University, Kharkiv, Ukraine

Michalik J., Dr., Assistant Prof.

Warsaw University of Life Sciences, Warsaw, Poland

The regulation of food marketing communications in the European Union (EU) is primarily aimed at protecting consumers from misleading or harmful advertising practices, promoting public health and ensuring that food products are sold in a responsible and transparent manner.

The phenomenon of food marketing lies in the complex value chains that form along the entire chain from "Farm to Fork". The whole marketing complex permeates the spheres of production and food organization. In this regard, the institutional regulation of marketing communications goes beyond traditional advertising and includes product packaging, brand marketing, sponsorship and others. The impact of food marketing is enormous. It manifests itself in changes in eating behavior, affects the health and rights of the population, including the rights of children to a healthy diet.

The World Health Organization (WHO), the Food and Agriculture Organization (FAO), the United Nations General Assembly (UNGA) and the Office of the United Nations High Commissioner for Human Rights, International Chamber of Commerce (ICC), European Advertising Standards Alliance (EASA) are key agencies that institutionalize international tools for food and beverage marketing.

Since 2008, the ICC has changed its rhetoric from restricting harmful practices in the food and beverage industry to the idea of responsible marketing communications. In 2019, the ICC updated the "Framework for Responsible Food and Beverage Marketing Communications" by pulling together relevant articles from the International Codes of Advertising Practice and Sales Promotion [1]. Pre-existing rules followed old principles, including self-regulation, and rarely take into account the impact of digital marketing (e.g. on social media).

Mandatory regulation of food and beverage advertising for children: Chile, Turkey, the United Kingdom, Iran, Ireland, Sweden, Taiwan, Mexico, Norway, South Korea, Ukraine. State support for voluntary commitments of the food industry and self-regulatory associations

on food and beverage advertising for children is provided in Belgium, Hungary, Portugal, Turkey, Malaysia, Switzerland, Thailand, the United States, Australia, Brazil, Canada, India, Mexico, Peru, the Philippines, Singapore, and the United Kingdom. Mandatory regulation of food advertising on non-speech communication channels Chile, South Korea. Voluntary regulation of food advertising on non-speech communication channels: Ireland, Denmark, Latvia, Malaysia, Norway, Spain, and the United Kingdom. Mandatory regulation of food advertising through any medium – Brazil, Canada, Finland, India, Peru, Thailand [2].

In the area of advertising self-regulation, the EASA operates in Europe. The European Advertising Standards Alliance (EASA) represents the voice of the European advertising industry on a self-regulatory basis. It acts as a focal point for self-regulatory advertising bodies and systems in Europe. It has institutional tools: a set of rules (codes) and procedures for handling complaints about specific advertising. The EFPIA actively promotes the highest ethical standards in commercial communications and protects the interests of consumers.

In unscrupulous communication practices: using emotion, attention, perception, reward, and motivation to attract consumer attention and reinforce purchase intentions and unconscious behavior.

Marketing communications policy, which in developed countries is regulated by national food marketing standards, plays an important role in conveying the value of the product to the consumer. Today, the food sector requires a mix of self-regulatory initiatives and government regulation, consolidation of efforts of producers, the advertising market, and professional NGOs to develop transparent food marketing standards to prevent misleading advertising and unfair competition practices.

Reference

1. ICC Framework for Responsible Food and Beverage Marketing Communications 2019. URL: <https://iccwbo.org/wp-content/uploads/sites/3/2019/08/icc-framework-for-responsible-food-and-beverage-marketing-communications-2019.pdf>
2. Савицька Н. Л., Євлаш В.В. Проблеми безпеки харчових продуктів та формування національних стандартів food-маркетингу. *Маркетинг в Україні*. 2019. № 4. С. 4-20. URL: <https://uam.in.ua/upload/iblock/f1e/f1e389cbc82e5404cdfb3dc72d18de24.pdf>
3. European Advertising Standards Alliance. URL: <https://www.easa-alliance.org/>