



Greens seek ban on junk food ads

CHIP LE GRAND

THE Greens will today resume their war against junk food with a proposed blanket ban on advertising during morning and evening peak television viewing times.

Under the minor party's latest Mac attack, all ads for junk food would be stripped from commercial television for three hours on school mornings and between 4pm and 9pm on weeknights.

Junk food ads would be banned from children's pay-TV programs and from social media targeting children.

The proposed changes to the broadcasting and telecommunications rules will be introduced in the Senate today but will be fiercely opposed by the Aus-

tralian Food and Grocery Council, which disputes the link between childhood obesity and junk food advertising.

A similar push by the Greens to curb fast-food advertising earlier this year failed to win support from either major party.

Greens leader Bob Brown predicted the move would be popular among parents, who were up against "big corporations using banks of psychologists" spruiking low-nutrition food. Junk food would be determined by fat, salt and sugar content.

"This is good legislation," Senator Brown said. "It is simple and it is very popular. All the polls show the majority of mums and dads want a reduction in junk food being pushed at their kids."

Jane Martin, whose Obesity

Policy Coalition supports the bill, said it was squarely aimed at popular programs such as *Junior Master Chef*, *The Simpsons* and *Modern Family*.

"It is unethical to leave children at the mercy of these marketers and say it's just up to parents," Ms Martin said.

"Parents agree government should step in and do a lot more."

Greens health spokesman Richard Di Natale said one in four Australian children was obese, and poor diet was to blame for increased rates of diabetes and heart disease in children.

"We've got a number of codes of practice, we've got self-regulation, but they're failing," he said.

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