

NFU bovine TB ads were misleading, ASA rules

For immediate release

National Farmers Union (NFU) adverts which implied that the spread of bovine TB was solely caused by badgers was "misleading" the Advertising Standards Authority has ruled [1]. The ruling follows a complaint by the Badger Trust.

Beneath a picture of a slaughtered cow and the words "She needed indecision like a hole in the head", the NFU's 2008 advert in the local and farming press stated: "In 2007, 28,000 cattle were lost to TB. This year, that figure will be closer to 40,000 unless action is taken to eradicate bovine TB from infected badgers."

The ASA found that the scientific evidence submitted by the NFU did not identify "in clear and unequivocal terms the extent to which cattle to cattle transmissions could be separated from badger to cattle transmissions". The ASA considered that the wording of the ad "implied the spread of bTB was solely caused by the badger" and this was misleading.

David Williams, chairman of the Badger Trust, welcomed the ruling, stating: "The central message of the NFU's campaign against badgers has been independently judged and found to be misleading. I have no doubt that this will lead more farmers to question the NFU's campaign of misinformation against badgers."

ENDS

For further comment, contact David Williams on 07768 518064.

Notes to editors:

1. The full text of the ASA's ruling can be found at <http://tinyurl.com/a9kof6>

Badger Trust is the only charity solely dedicated to the conservation of badgers across Great Britain.

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