

**Scenario Five:**

The High Honey Company recently developed a new product stating the honey had medicinal properties and would be beneficial to consumers' good health. On the back label was a statement from local Iwi endorsing the use of this particular product stating the ingredients used in this particular product have been around a long time and used for medicinal purposes in Maori tikanga (culture).

However, after some investigations by a local reporter who was keen to write an article on the new product it was discovered that local Iwi had never been approached or had never provided permission for their endorsement to be used on the label of this product.

**Questions:**

What are the local Iwi's rights under the Fair Trading Act?

What are the consumers' rights under the Fair Trading Act?

What are The High Honey Company's responsibilities under the Fair Trading Act?

What breach of the Fair Trading Act has occurred?

What action can the local Iwi take?