

Pfitzner, Laura

From: Annette Byron <abyron@daa.asn.au>
Sent: Friday, 14 August 2015 5:21 PM
To: Adjudication
Cc: Claire Hewat
Subject: A91506 - A91507 - Infant Nutrition Council submission

Dear Ms Ransom

The Dietitians Association of Australia (DAA) appreciates the opportunity to make a submission in relation to the Infant Nutrition Council application for authorisations A91506 and A91507.

DAA considers that breastfeeding is the healthiest start for infants. The benefits to both infant and mother are important in the short term and in later life. It is appropriate that the Australian Government and the infant formula industry have measures in place to support women to breastfeed their infants.

One of these measures is the Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement (MAIF Agreement). DAA supports the MAIF agreement in principle. However our organisation is concerned that the MAIF agreement has not been updated in response to recommendations made to the Australian Government Department of Health and Ageing by the Nous Group in the *Review of the effectiveness and validity of operations of the MAIF Agreement: Research Paper* published June 2012. This is of particular concern given the proposed authorisation is for a period of ten years.

Re-authorisation of the MAIF Agreement is appropriate, provided the content is updated in order to remain effective and relevant given the significant changes to the marketing environment.

I would be pleased to provide further information on request.

Best regards

Annette Byron

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