
From: Daniele Day
Sent: Monday, 9 November 2015 10:13 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

To the ACCC

I am writing to state my personal objection to the draft deliberation to approve the Infant Nutrition Council's request of a re-authorization of the Marketing in Australia of Infant Formula (MAIF agreement) for a further 10 years. Whilst I strongly believe that the marketing of infant formula needs to be regulated I think that the MAIF agreement needs to be updated to recognise and address marketing strategies that are currently used to promote infant formula brands directly to mothers in Australia.

I have been a breastfeeding mother over the last 5 years and have never had any need to use infant formula. Despite this, I am constantly bombarded with marketing of infant formula through

- targeted internet advertising on social media and ebay
- formula ads on blog sites related to children and parenting
- "toddler milk" ads during morning TV. Often these are so blatantly aimed at young babies that I need to really watch carefully to catch that the product is labelled as "toddler milk", a ridiculous loophole that allows the companies to market directly to mothers.
- new "research" reported on in the media which has been heavily backed financially by formula manufacturers
- free "gifts" of towels from pharmacies supplied and branded by formula companies
- free samples of formula being given away everywhere from daycare centres, to kindy's, to children's play centres
- helium balloons being given to my children at baby and children's expo events
- retailers such as pharmacies and shopping centres advertising their discount formula

Clearly, I am not being protected from unscrupulous formula marketing, and the current system and MAIF agreement are insufficient. Breaches of the MAIF agreement carry no repercussions for the companies, and yet unethical marketing of breastmilk substitutes does have significant repercussions for the health of babies, mothers, government health care costs and the environment.

I request that the ACCC does not grant a 1- year re-authorisation of MAIF, but rather only a short term interim re-authorisation until the MAIF agreement can be updated to cover the full scope of the WHO recommendations.

Yours sincerely

Daniele Day