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**From:**  
**Sent:** Monday, 9 November 2015 8:06 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission  
  
**Categories:** Submission

Dear ACCC,

I was shocked to learn that the ACCC is considering the Infant Nutrition Council (INC) request of a re-authorization of the Marketing in Australia of Infant Formula (MAIF agreement) for a further 10 years!

The current MAIF agreement is an imperfect tool to monitor Australia's implementation of the WHO International Code on Infant Formula Manufacturers. It does not fully implement the WHO Code, and allows formula manufacturers to promote their brand through 'toddler formula' advertisement, and through using television and internet marketing to promote infant formula (and undermine exclusive breastfeeding). It does not include retailers at all.

As Australia is in the middle of reviewing its national policy on breastfeeding, the National Breastfeeding Strategy due at the end of 2015, it is premature to lock-in a 10 year arrangement on regulation of formula marketing.

I respectfully request the ACCC approves a 1 year re-authorization of the MAIF until the review of a national policy has been completed and the recommendation handed down.

Yours faithfully,

Angela McRae  
mother of 2.

Sent from Windows Mail