
From:
Sent: Monday, 9 November 2015 10:07 PM
To: Adjudication
Subject: A91506 & A91507 – Infant > Nutrition Council – submission

Categories: Submission

To whom it may concern,

As a mother I am writing to express my concern about ACCC's draft deliberation to approve the Infant Nutrition Council (INC) request of a re-authorisation of the /Marketing in Australia of Infant Formula (/MAIF agreement) for a further 10 years (without a review being conducted first!).

The MAIF really needs to be updated and 'toughened' to protect parents from the insidious highly believable advertising from formula companies.

A baby who is not breastfed is at much higher risk of developing serious illnesses in their 1st year of life and is also much more likely to develop diabetes, obesity and various cancers throughout his/her life. which of course leads to higher costs for our medical system. Breastmilk enables a baby's eyesight, IQ, jaw development and speech to develop to full potential. Breastmilk changes according to the baby's dietary requirements at the time and also according to bacteria baby or mum has been exposed to. the breastfeeding mother also reduces her risk of developing breast and other cancers, recovers from the birth quicker and saves thousands of \$ on feeding equipment, medical costs and formula. It is easier for her to bond with her baby. (without minimising bonding from the baby's other parent. Sleep is less interrupted as breastmilk is already in a convenient container at the right temperature.

Many people believe formula is just as good as breastmilk, this is because of the effective advertising (which costs millions \$) even though research has shown this is not true. Many mothers are pressured by others to give their babies formula as they believe it will stop them crying, help them grow and sleep all night. This shows a lack of understanding and knowledge about what is normal for human babies and how breastfeeding actually works.

There is a place for formula but only when it is medically necessary and only when breastmilk is unavailable.

I ask that formula is not advertised at all, this includes super markets and chemists. Toddler milks should also not be advertised. it is too confusing for new parents.

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

Australia needs to implement, as legislation, the **full** WHO International Code of Marketing of Breast-milk Substitutes /and subsequent World Health Assembly resolutions/ (the WHO Code).

thank you,