

---

**From:** Karli Boutle  
**Sent:** Monday, 9 November 2015 9:19 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission"

**Categories:** Submission

To Whom It May Concern,

It has come to my attention that the ACCC may re-authorise the Marketing in Australia of Infant Formula (MAIF) agreement for a further TEN years. I am calling on the ACCC to re-assess and instead grant a short term re-authorisation.

It is my understanding that Australia is in the middle of reviewing it's national policy on breastfeeding, the National Breastfeeding Strategy, due at the end of 2015.  
To commit to a 10 year arrangement on the regulation of formula marketing at such a crucial time seems hasty and illogical.

The MAIF agreement at present is outdated and does not cover electronic media which we know is a hefty percentage of the current marketing strategy to the target demographic. Also retailers are not bound by the current MAIF agreement which means that consumers, mothers, are being fed the marketing directly from the supermarket shelves.

It does not cover 'toddler milks' and does little to clarify their difference from infant formulas, therefore damaging breastfeeding rates (from birth onwards) in a time when prevention of diseases that are costing our health sector huge amounts, such as obesity, and should be an immediate priority.

And finally, as there are no penalties for this breaking this agreement, which is also 'self-regulating', it is ineffective at best, and a joke when compared to the full WHO code.

Now is the time for Australia to become truly 'baby-friendly' and adopt the World Health organisation Code in full.

Regards Karli Boutle  
Concerned mother of two.

**Karli Boutle**