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**From:** Emily Goodchild  
**Sent:** Monday, 9 November 2015 10:11 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission

**Categories:** Submission

Dear ACCC,

I am writing with regards to the review of the MAIF, I feel very strongly that the ACCC should not approve 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. Currently, retailers (supermarkets and pharmacies) are not covered by MAIF so can advertise infant formula and toddler milks on line and in-store, especially through pricing and discounts. I am so disappointed and disheartened when I go into big supermarkets or department stores and the first thing in the baby section is huge walls of baby formula. It is normalising formula use which is not of benefit to Australians, the health of our future children or tax payers (as formula fed infants have more health problems).

We need to get strong on these infant companies who are out for profit, rather than caring about what is best for families and Australia.

Please review and strengthen the MAIF.

Kind regards,

**Emily Goodchild**