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**From:** Alex Warland  
**Sent:** Tuesday, 10 November 2015 11:31 AM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission  
  
**Categories:** Submission

To Whom it may concern,

I personally object to the continuation of the current Marketing in Australia of Infant Formula Agreement for a further 10 years.

As a mother I am sick and tired of walking past displays of formula on sale at discounted prices and the pushing of free formula samples in health care settings, the advertising of how toddlers will be healthier on toddler formula and the implication that it is 'necessary'? Formula is only necessary in very rare cases and the Australian Government would save millions of dollars each year if they actually helped mothers achieve their breastfeeding goals.

Without stronger regulation of formula promotion and a greater reach of the regulation eg to retailers as well as manufacturers, including consequences to the companies to companies whose practices breach the agreement, then Australian mums, babies, families, health professionals, breastfeeding counsellors, community educators, hospitals, patients who are breastfeeding or trying to establish it, as well as mum and dads to be, are swimming upstream against these giant corporations.

Formula does have it's place under certain circumstances but the truth is, it is making our children and future generations sick by putting them at higher risk of a multitude of health problems. This must not be allowed to be continued. We, the people, need protection.

*Alex Warland*