
From: Adjudication
Sent: Tuesday, 10 November 2015 10:54 AM
To: Ransom, Hannah
Subject: FW: A91506 & A91507 – Infant Nutrition Council – submission [SEC=UNCLASSIFIED]

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Hi.

From: Christine Huber
Sent: Tuesday, 10 November 2015 10:50 AM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

To ACCC Public Registers/Adjudications Consultations,

I am writing to record my objection to the ACCC's draft deliberation to approve a request by the Infant Nutrition Council (INC) to reauthorise the Marketing in Australia of Infant Formula (MAIF) Agreement for a further 10 years. In making this submission, I request that the ACCC authorise the current MAIF Agreement for only a further one or two years, with a view to conducting a comprehensive review of the Agreement, taking into account new forms of marketing (such as social media), a possible update to the World Health Organisation (WHO) International Code of Marketing of Breast-milk Substitutes, and the current review of the National Breastfeeding Strategy. I believe that we must take a more mindful approach to the promotion of breastfeeding in Australia. In addition to taking account of current research regarding breastfeeding and breast-milk substitutes, we should align more strongly with the WHO Code to support families, and not leave the regulation of the marketing of breast-milk substitutes to the makers of such products. A voluntary code of conduct as a form of self-regulation is hardly sufficient.

Please let us take the time to fully review the existing provisions for marketing breast-milk substitutes to Australian mothers and their families. I urge the Commission to support education and research and to not so easily allow marketing of product to infiltrate this important area of public health.

Sincerely,
Christine Huber