
From: Jacinta Covington
Sent: Tuesday, 10 November 2015 7:12 PM
To: Adjudication
Subject: A91506 & A91507 - Infant Nutrition Council - submission

Categories: Submission

Hi,

I am a mother of young adult children. I am grateful for all the support we have received throughout our parenting journey – from our health system, education system, community groups and other parents. I want as good and better for my children when they have their children.

I note with concern the proposed reauthorisation of the MAIF agreement for another 10 years. I am likely to become a grandmother well before those 10 years are out.

The following are all new since my children were babies:

- Mothers discharged from hospital before their milk comes in
- Google
- Toddler formulas
- Social media
- Targeted online advertising

Yet the MAIF agreement has not changed. In order to give the next generation of babies the best possible start in life, we need to thoroughly revamp and extend the MAIF Agreement.

I therefore ask that you extend the MAIF agreement for one year only, allowing time for a thorough review.

Regards,

Jacinta Covington