
From: Galloway, Christina
Sent: Wednesday, 11 November 2015 8:43 AM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council

Categories: Submission

I wish to register my concern at the proposal to re-authorize the MAIF (Marketing in Australia of Infant Formula) Agreement for a further 10 years.

The current agreement was first implemented in 1992 and does not protect mothers and infants in the manner that is required and should instead be mandated similarly to the WHO International Code on Marketing of Breast-milk Substitutes.

Rather than reauthorize for a 10 year period, a 1 year limited reauthorization should be instituted - this could then take into account the National Breastfeeding Strategy which is due for review end of 2015. The MAIF agreement also needs to address the unscrupulous marketing that is now done via electronic and social media that is unregulated. It needs to address what happens when there is a breach of the agreement as currently there appears to be no repercussions, how does this protect mothers and infants?

Toddler milks are another issue and the use of them to drive product recognition is very problematic and needs addressing.

In conclusion, whilst my thoughts are on the run as I understand the deadline is tomorrow, I am very concerned and feel that not fully addressing the need for Australia to truly uphold the WHO Code is a very bad decision.

Your Sincerely

Christina

Christina Galloway