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**From:** Noel and Christine Moore  
**Sent:** Tuesday, 10 November 2015 10:22 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 - Infant Nutrition Council - submission

**Categories:** Submission

Dear Sir/Madam

I am writing as a mother and grandmother, midwife and Lactation Consultant (retired) to register my personal objection to the ACCC's draft deliberation to approve the Infant Nutrition Council's request of a re-authorisation of the Marketing in Australia of Infant Formula (MAIF) for a further **ten** years.

Despite previous consumer concerns about MAIF, a review has not been conducted prior to this application by industry for reauthorisation. Australia is in the middle of reviewing its national policy on breastfeeding, the 'National Breastfeeding Strategy', due at the end of 2015, so it is premature to lock in a ten year arrangement on regulation of formula marketing.

Research has shown that implementation of the WHO Code *in full* has been shown to be an effective tool at protecting breastfeeding. Breastfeeding a child provides primary health care, and protection from issues such as obesity. The World Health Organisation (WHO) is in the process of strengthening protections against food marketing to children and their parents, due out early next year. This information should be included in any review of the MAIF Agreement, therefore an interim re-authorisation of **one** year rather than ten years is more appropriate.

I believe that it is important for all mothers and infants to be protected from misleading marketing. The MAIF Agreement is a voluntary, industry self-regulated agreement which fails to provide the full protection that mothers and infants would receive if Australia was to legislate the WHO Code. Australia's implementation of the WHO Code has not kept up with modern marketing methods.

The MAIF Agreement does not apply to retailers - supermarkets and pharmacies are not covered by the Agreement, so they can advertise in-store and on line. This significant loophole allows retailers to be involved in marketing practices that would otherwise not be allowed. Breaches of the MAIF Agreement carry no repercussions – offering no protection for mothers and infants. The governance of the MAIF Agreement does not involve breastfeeding experts and lacks Australian Government oversight and accountability.

I would urge the ACCC to allow the findings of the National Breastfeeding Strategy and the changes to the WHO Code to provide information that will enable the MAIF Agreement to incorporate better protection for mothers and infants, and to please consider a reauthorisation of the MAIF Agreement for a period of **one** year, rather than for ten years.

Yours sincerely, Christine Moore