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**From:** Linda  
**Sent:** Tuesday, 10 November 2015 9:24 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 - Infant Nutrition Council - submission

**Categories:** Submission

To whom it may concern

As a mother and a former health professional, I was alarmed to hear that the Infant Nutrition Council wants to extend the MAIF agreement for 10 more years and that the ACCC is set to approve this without any review. As you are aware, Australia is a signatory to the WHO International Code on Marketing of Breast-milk Substitutes and subsequent World Health Assembly resolutions (The WHO Code). The current MAIF agreement does not provide the full protection of the WHO Code. The MAIF agreement is only a voluntary agreement, is rather out of date and needs to be reviewed and updated so that mothers, babies and families are protected from misleading and/or unscrupulous marketing practices.

To give just one example is the advertising and marketing of unnecessary 'toddler milks', promoted as a 'natural progression' from breastfeeding. (See the current ad for A2 brand toddler milk.) These advertisements are designed to create brand awareness; they may confuse mothers and influence them to wean prematurely, by promoting such products as equivalent or superior to breast milk. Toddler milks are not covered by the MAIF agreement, so can be promoted freely. However, research has shown that consumers get confused between what is infant formula (for babies under 12 months) and what is a 'toddler milk'. They are then more likely to see infant formula as equally acceptable.

Also, retailers are not covered by the MAIF agreement and so can advertise such products directly.

Please conduct a review of the MAIF agreement and in the interim, only allow reauthorisation of the MAIF agreement for one year.

Thank you.

Yours sincerely  
Linda de Vries