
From: Angela Murray
Sent: Wednesday, 11 November 2015 2:32 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

To Whom It May Concern,

It concerns me greatly that the MAIF agreement would be extended for a further 10 years with very little consultation with interested and invested parties. I join the Australian Breastfeeding Association and others in requesting an extension of the agreement for one year and waiting for the WHO to release their recommendations and the release of the National Breastfeeding Outcomes report.

Ten years is such a long time in this research filled world. We already know from research that formula is not the best food for a baby, the WHO has it listed at the FOURTH best option. We also already know that the MAIF agreement is very soft of manufacturers, as it doesn't effect the retailer who can advertise specials with 'older' babies. The Agreement doesn't cover toddler milks, or online advertising. The growth of the toddler milk market (unnecessary, and potentially harmful) is also worrying.

When parents are worried about whether their baby is getting enough to eat, the pictures on the packaging showing healthy, happy, chubby babies makes them buy the formula. We need more education about the importance and health benefits to mothers, families and children of breastfeeding.

There is no reason for, and many reasons against, extending the MAIF agreement for 10 years. Please wait for the WHO recommendations to be released. Please ask parties such as the NHMRC, the ABA, and the AMA to be stakeholders in a Parliamentary Inquiry.

Regards,

Angela

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