
From:
Sent: Wednesday, 11 November 2015 1:01 PM
To: Adjudication
Subject: Infant Nutrition Council Authorization Application

Categories: Submission

To Ms Hannah Ransom,
Adjudication
Aust Competition and Consumer Commission

Dear Ms Ransom,

As a concerned mother and retired midwife I am writing in regards to the MAIF Agreement reauthorization for a further 10 years. This agreement has been implemented since 1992.

Since 1992 science research into breastfeeding has increased tremendously and we are becoming more and more knowledgeable about the health benefits of breastfeeding to mother and child yet we do not see a great improvements of sustained breastfeeding rates in Aust.

I believe the voluntary code of the MAIF does not protect mothers and babies from undue influence of artificial infant milk marketers as they are able to promote products online and in supermarkets especially with toddler milk advertising and discounting prices.

Aust has made huge advances in reducing tobacco use with the goal to improve public health. This was partially done by non promotion of the product and has proved successful. Despite the fact that no comparison can be made between tobacco and infant formula, the same principle of non promotion can be applied. Infant formula should only be used when there is no alternative . I believe the MAIF Agreement has not been successful and needs further review.

The WHO is in the process of reviewing protections against food marketing to children in the effort to combat obesity. Some research has linked formula feeding to obesity and type 2 diabetes which is a big problem Australia is facing.

Why not issue an interim MAIF re-authorization of 1 year so we can implement WHO standards more fully when they come out early next year.

Thank You for your consideration
Wendy Kaczan