
From:
Sent: Tuesday, 10 November 2015 7:50 PM
To: Adjudication
Subject: A91506 & A91507 - infant nutrition council - submission

Categories: Submission

To the members of the Infant Nutrition Council,

I believe that the MAIF should be majorly altered or at the very least only reinstated for 1 year, not the 10 that are proposed. Changes should be made to the MAIF to prevent retailers from being able to advertise and discount formula and electronic advertising should be banned by manufacturers, distributors and retailers. Research shows that people don't differentiate between infant and toddler formula so effectively all the toddler formula advertising that is currently allowed is undermining infant breastfeeding rates. The WHO recommends that formula be the last resort when feeding infants but in Australia it's more commonly second or sometimes the first choice. This needs to change and it will have a large positive effect on overall population health.

To combat obesity, the WHO is in the process of strengthening protections against food marketing to children and their parents. This may result in changes to the WHO Code. This is due out early next year. This information should be included in any review of MAIF, therefore an interim re-authorisation of 1 year rather than 10 is more appropriate.

Additionally, 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 10 year arrangement on regulation of formula marketing.

Thank you
Rebecca Bilardi