

11<sup>th</sup> November, 2015

To Whom It May Concern

Thank you for the time you are taking in considering how to best support and protect breastfeeding in Australia. Breastfeeding is a very important public health issue and deserves to be and needs to be protected. Babies that are not breastfed are at a greater risk of illnesses, acute and chronic, along with obesity. Mothers that do not breastfeed are also at greater risk of various cancers, diabetes, and inflammatory disorders.

Unfortunately mothers and families are constantly bombarded with misleading and incorrect information, not only that they are targeted with marketing, in particular from the formula industry. The MAIF agreement is a watered down version of the WHO code is not enough. The formula industry has found ways to get around this voluntary agreement and is getting away with it, especially since the abolishment of APMAIF in 2013. Breaches of MAIF carry no repercussions... how can this be protecting mother and infants?

The current formula shortage in Australia is a great example of what marketing has done in China, and the impact is greatly felt here. Every news article about the shortage is a win for the formula companies as the perceived value of their product goes up. Babies and families are the losers here with price being pushed up over the \$100 mark on ebay. This is a concern. Some mothers are even resorting to standard cows milk to feed their babies.

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.

Once again, thank you for this careful consideration and opportunity to comment,

Yours sincerely

Naomi Hull