
From: Rebecca Angus
Sent: Wednesday, 11 November 2015 11:47 AM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

I am writing to express my concern over the possible re-authorisation of the MAIF agreement for a further 10 years. I am particularly concerned about the limited scope of the MAIF agreement, and feel that it is a poor substitute for implementation of the full WHO International Code of Marketing of Breast-milk Substitutes, to which Australia is a signatory.

As a dietitian, I am well aware of the importance of breastfeeding as an invaluable public health measure. Yet I continually encounter parents who, in the face of misleading advertising, are confused and uncertain as to how to do the best they can for their child's health.

Australia's dietary guidelines clearly state that specialised toddler milks are unnecessary. Parents do not distinguish between formulas for infants and toddler milks, and it is clear that the latter are used by manufacturers as a proxy for infant formula advertising.

Further, the MAIF agreement is clearly out of date with current marketing practice. It does not cover electronic and social media, which must surely feature heavily in the advertising strategy of any business today.

Thus, I request that the MAIF agreement as it stands only be renewed for an interim period of 12 months, during which time further review be undertaken to put in place appropriate revisions to better protect Australia's babies and their parents from aggressive and misleading marketing tactics which undermine breastfeeding.

Sincerely,

Dr Rebecca Angus