
From: Wendy Harper
Sent: Wednesday, 11 November 2015 11:13 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

To whom it may concern,

I wish to contact the ACCC and express my concern at recent news that the Infant Nutritional Council has proposed a 10 year extension on the MAIF agreement. Given that the National Breastfeeding Strategy is currently being reviewed, a ten year arrangement on the regulation of the marketing of infant formula seems a little premature. Perhaps a one-year reauthorisation would be more appropriate and allow for more effective assessment of the current MAIF agreement. A lot has changed since the agreement was first put in place, and marketing in particular is much more difficult to regulate. Mothers and babies in Australia deserve to be protected from unscrupulous marketing, and in my opinion the MAIF agreement does little to prevent artificial milk companies marketing their product to women and undermining breastfeeding. Becoming a signatory to the WHO Code would be preferable. In the meantime, a twelve month extension of the MAIF agreement would be marginally better than nothing, and vastly better than a ten-year agreement to turn a blind eye to the unethical practices of large companies who stand to make money from Australian women not breastfeeding.

Regards,
Wendy Harper