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**From:** Louise Pragt  
**Sent:** Wednesday, 11 November 2015 9:34 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission

**Categories:** Submission

To whom it may concern,

I have heard that the Marketing in Australia of Infant Formula (MAIF) agreement is being reviewed with the intent of being re-authorised for another 10 years. I would like to object, and suggest that perhaps the agreement would better serve the interests of Australian mothers and infants if it were re-introduced for a short-term only.

It is my belief that breastmilk is the most appropriate food for infants. The advertising of formula undermines the prevalence of breastfeeding in our society. The MAIF agreement seems quite narrow in scope and does not cover toddler milks, etc. It also does not cover electronic advertising, and relies on the industry to “opt in” and self regulate. I believe that the interests of Australia’s infants would be better served by the full implementation of the WHO International Code of Marketing of Breast-milk Substitutes and subsequent World Health Assembly resolutions.

Thank you for your consideration.

Best Regards,  
Louise Pragt