
From: Kathryn Noble
Sent: Wednesday, 11 November 2015 11:48 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

Dear ACCC,

I am strongly against the re-authorisation of the Marketing in Australia of Infant Formula (MAIF agreement) for a further 10 years.

Formula companies undermine breast feeding. Play on vulnerable parents and exploit their concerns about their baby/toddlers nutrition.

The marketing of formula should be banned. Formula companies are driven by their profit margin not by the health and well being of Australian babies.

The ACCC has a responsibility to adhere to the marketing guidelines set out by the World Health Organisation and protect Australian children.

Yours sincerely

Kathryn Noble