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**From:** Angela McFeeters  
**Sent:** Thursday, 12 November 2015 3:06 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission

**Categories:** Submission

To the ACCC,

I urge you to restrict the renewal of the INC's MAIF agreement to far less than the 10 years the industry are seeking. A 12 month renewal is adequate time to come up with some measures that can ensure breastfeeding is given the protection it deserves.

I am a mother of two young children who were breastfed, and I am also a volunteer at my local primary school and kindergarten. My school in particular has many children who are overweight and obese. If these children aren't able to lose weight in the coming years their health will be affected, not to mention the burden their weight and associated health problems will have on Australia's health system.

The MAIF agreement has, in the past, exposed many parents who are vulnerable at a new stage in their lives (parenthood!), to misleading claims about the nutritional value of formula. Many of their claims cannot be scientifically backed up.

Marketing "toddler milks" (for 1-year-olds plus), as MAIF allows, introduces powdered milk to parents, exposing them indirectly to similarly packaged artificial baby milk (for those aged up to on year) by the same maker. This threatens breastfeeding, as any substitute to breastmilk in the first six months of a baby's life impacts on the amount of breastmilk a mother produces for her baby.

It has been clearly shown, and is recognised by Australia's peak health authority, the National Health and Medical Research Council, that breastfeeding reduces the risk of childhood obesity, and many other serious conditions, later in life ([page 13, NHMRC Infant Feeding Guidelines 2012](#)). Therefore it's critically important that we protect breastfeeding by preventing the misleading marketing of artificial milk.

I urge you not to allow the MAIF agreement to continue for anything beyond another year.

In the meantime, I urge you to conduct more thorough research into the what a future agreement on the marketing of artificial milk for babies and children should be. I also urge you to consult more widely and for a longer period of time to ensure a future agreement meets current Australian requirements.

As a beginning point, you could consider the findings of the bipartisan Best Start Parliamentary Inquiry, which urged the government to improve Australia's compliance with World Health Organisation marketing of infant formula guidelines.

The MAIF agreement at it stands does not protect breastfeeding adequately.

Please renew the current MAIF agreement for only one year and begin the process to require the INC and "toddler milk" manufacturers to comply with tougher restrictions.

Sincerely,  
Angela McFeeters