
From: Sarah Ogden
Sent: Wednesday, 11 November 2015 9:08 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

I object to the outdated and ineffective MAIF agreement being reinstated for another decade.

I believe it is important that all mothers and infants be protected from unscrupulous and misleading marketing from infant formula companies. The current MAIF agreement does not do this. Expecting the industry to regulate itself is folly. Having no penalty for breaching the agreement deprives it of any value.

Modern marketing invades mothers' consciousness every time they open their computer or encounter a radio or screen. It is in doctor's surgeries, in supermarkets, and embedded in the social media we use every day to contact support networks, friends and family. The MAIF agreement does not even cover many of these avenues. Toddler formula is not covered although many mothers do not differentiate between toddler and infant formula.

Breastmilk does not have an 'industry' behind it to ensure it has an equal presence in this marketing space and so it is doubly important that the formula companies are kept in line and breastfeeding protected.

I stand behind the ABA's assertion that "The MAIF agreement and its weak guidelines are unenforceable and have no consequences for breaches. It also does not apply to non-signatories. It is a toothless tiger that does not afford the protection that Australian mothers and infants deserve."

Sarah Ogbert