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**From:** Kathy  
**Sent:** Wednesday, 11 November 2015 11:22 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 - Infant Nutrition Council - submission

**Categories:** Submission

To whom it may concern

I am writing to ask that you reconsider the proposed extension of the MAIF agreement for another ten years. The MAIF is not effective at controlling the marketing of breastmilk substitutes to mothers. It is not appropriate to current marketing methods using electronic and social media, including online sales and loyalty programs. The MAIF does not cover all breastmilk substitute products (ie toddler milk). The MAIF does not cover all those involved in marketing to mothers. There are no real sanctions for breach of the lax standards in the MAIF. With the current review of Australian national policy on breastfeeding it is premature to lock in a ten year agreement. The Australian Government and state and territory governments invest in promotion of breastfeeding and this investment is directly undermined by the marketing of breastmilk substitutes.

The MAIF should not be approved for a further ten years. Australian mothers and babies deserve better. Please do not grant this application. The MAIF agreement should be extended for only an interim period of 12 months while a comprehensive framework to properly protect Australian mothers from predatory marketing is put in place.

Thank you for your consideration

Kathy Betland