
From: Tana and Patrick McMullen
Sent: Wednesday, 11 November 2015 8:56 PM
To: Adjudication
Subject: Re A91506 & A91507 - Infant Nutrition Council - submission

Categories: Submission

To whom-it-may-concern,

I wish to express my concern as to the ACCC's draft deliberation to approve the Infant Nutrition Council (INC) request of a re-authorization of the Marketing in Australia of Infant Formula (MAIF agreement) for a further 10 years. I firmly believe that the

MAIF agreement is a weak (virtually useless) agreement, especially as it is voluntary, and 'regulated' by the very industry which profits from the sale of the products that are marketed (often unscrupulously) to vulnerable and often ignorant mothers to compete with the normal way to feed babies. The MAIF agreement does not apply to retailers, and this loop-hole allows retailers to be involved in unscrupulous marketing practices. Breaches of the agreement are not followed up and there are no consequences for the manufacturers or the sellers. Furthermore, the MAIF agreement does not cover toddler formulas (12 months plus) and the marketeers know that mothers often do not differentiate between toddler formula and infant formula and advertising to mothers of one age-bracket is really advertising to all. The agreement needs a complete rework. It does not protect mothers and importantly, babies.

Yours faithfully,

Tana McMullen,