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**From:** Lisa Briggs  
**Sent:** Wednesday, 11 November 2015 11:31 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission

**Categories:** Submission

To Whom it may concern,

I would like to voice my objection to 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.

Given consumer concerns about MAIF & that a review has not been conducted prior to this application by industry for reauthorisation, I feel a renewing this for a further 10years would not allow for much needed changes to be made to this agreement & this would lock us in for an extended period.

The fact that retailer (supermarkets and pharmacies) are not covered by MAIF, means they can advertise infant formula and toddler milks on line and in-store, especially through pricing and discounts. I feel that this leaves infants & their parents at risk of misleading marketing & this means that although the formula companies themselves are not able to market their product, this is quite meaningless, if the retailers can.

Also given the MAIF agreement and its weak guidelines are unenforceable and have no consequences for breaches, it's effectiveness is somewhat limited. I think a review & update of the requirements should occur & amendments be made to rectify this.

A short-term extension would enable a review to occur in the short term & allow appropriate updates to be made to the agreement, without having to wait an entire decade.

Families need more leadership on this to enable them to make healthy, informed choices about their child's feeding requirements.

Kind Regards,  
Lisa Briggs