
From: Sarah H
Sent: Thursday, 12 November 2015 6:19 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

Hi. I am writing to you with concern. As a mother I really struggled with confidence while feeding my babies. Seeing all the advertisements in catalogues and on TV and displays in chemists and supermarkets really had me questioning how to feed my baby when I had bad days/nights. Research has proven that there are health risks for babies that aren't exclusively breastfed so I am really curious how these companies can push their products all over Australia. I felt very depressed when I was told to 'just give the baby a bottle' and I could go on about society's attitudes to formula just being normal. I think there is a place for formula if a mother has had the correct support but why can't we follow the International WHO Code of the marketing of breastmilk substitutes? In my opinion Australia needs stronger, broader laws to capture all promoters and sellers of breastmilk substitutes including baby foods being pushed without consideration of the Australian Dietary guidelines. It needs the ACCC to enforce breaches of a stronger code or enforceable laws, given the powers of the ACCC and the greater respect it has in regulating consumer markets. I want my daughter and any future daughter in laws or grandchildren to live in a society that supports breastfeeding and doesn't push formula the way it is pushed now.

Warm regards,
concerned mother,
Sarah Hohendorf.