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**From:** Arianne Renee Martin  
**Sent:** Thursday, 12 November 2015 9:35 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission

**Categories:** Submission

To whom it may concern,

My name is Arianne Martin and I am writing to you in regards to the recent decision to re-authorize the current MAIF for a further 10 years.

As a mother and a breastfeeding advocate I believe the effects of such a policy have a negative impact on mothers and their babies' by providing misleading and un-realistic information to them. As a result this also affects our community and our economy.

We should strive to support those who breastfeed rather than undermine the importance of something which is backed by scientific evidence to be the better option. Marketing other substitutes as an acceptable and normal way to feed your baby for financial gain is morally wrong.

Some things to consider and that concern me about this decision being enforced include the following;

A The MAIF Agreement does not meet Australia's obligations to implement, as legislation, the full WHO International Code of Marketing of Breast-milk Substitutes *and subsequent World Health Assembly resolutions* (the WHO Code). Australia signed the WHO Code in 1981. Australia's implementation of the WHO Code is half-hearted and has not kept up with modern marketing methods by electronic and social media, including online sales and loyalty programs.

Australia's MAIF Agreement is weak and out of date. Signed in 1992, it is a voluntary industry self-regulated Code of Practice that does not include marketing by electronic media and toddler milks, which are covered in the full scope of the updated WHO Code and World Health Assembly resolutions.

Br Breaches of MAIF carry no repercussions... how can this be protecting mother and infants?

Th The MAIF Agreement is too narrow in its scope and does not cover toddler milks, promotion by retailers or include in the Agreement marketing by electronic and social media (some guidelines are appended however their legal status is unclear).

Manufacturers and importers can advertise toddler milks on TV, Facebook, company websites, industry-funded blogs, parent information and advice services, and baby clubs. Research shows that mothers do not differentiate between toddler formula advertising and infant formula advertising. Thus advertising toddler formulas undermines breastfeeding.

The MAIF agreement does not apply to retailers – a significant loop-hole that allows retailers to be involved in marketing practices that would be otherwise disallowed.

· Research shows that implementation of the WHO Code in full has been shown to be an effective tool at protecting breastfeeding.

Regards

Arianne Martin