
From: Joanne Foster
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To: Adjudication
Subject: "A91506 & A91507 – Infant Nutrition Council – submission"

Categories: Submission

Hi

I strongly oppose the reintroduction of marketing infant formula. The World Health Organisation recommends against this as it is not best practise. Marketing these days is bigger than ever. With anxiety levels of parents (especially new parents of babies) this is heightened. Marketing companies will and do exploit this and manipulate data to make it believable to consumers, for example the companies already market "toddler milk" often implying that their products are better and provide more nutritional advantage over natural foods or breast milk.

This marketing should not be allowed as it preys on vulnerable people who only want the best for their child. Perhaps the marketing should be on education on the benefits of breastfeeding and the wide health benefits rather than to the companies to line their pockets.

Regards
Joanne Foster