



**DR RICHARD DI NATALE**

**Leader of the Australian Greens**

Senator for Victoria

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Mr David Hatfield  
Director, Adjudication Branch  
Australian Competition and Consumer Commission  
23 Marcus Clarke Street  
Canberra ACT 2601

By Email: [adjudication@accc.gov.au](mailto:adjudication@accc.gov.au)

8 April 2016

### **Infant Formula – authorisation numbers A91506 and A91507**

Dear Mr Hatfield,

I write in relation to the ACCC's proposed draft decision to re-authorise, for 10 years, the *Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement (MAIF Agreement)* and associated guidelines, and to communicate the Australian Greens' support for full implementation of the World Health Organisation's International Code of Marketing on Breast-milk Substitutes (**the WHO Code**) and subsequent World Health Assembly (**WHA**) resolutions.

I note that breastfeeding in Australia is declining, with detrimental health effects for both mothers and their children. Scientific opinion is that breastfeeding is important for long-term wellbeing, cognitive development and preventing chronic disease.

The Australian Greens hold substantial concerns about this proposed re-authorisation for 10 years, especially given the possibility that will preclude or discourage effective government regulation of the marketing of infant formula. Self-regulation and the previous MAIF Agreement has failed to restrain the infant formula industry from offering free or low cost formula for use by health care professionals, or from marketing "toddler formula" to circumvent a ban on marketing baby formula to the public at large.

Breastfeeding does not work for all parents, and the Australian Greens acknowledge that some mothers will chose to use infant formula for a variety of reasons.

In 2007, *The Best Start* report of the House of Representatives Standing Committee on Health and Ageing recommended that Australia adopt the WHO Code and subsequent WHA resolutions.

The Australian Greens support **full implementation of the WHO Code, and subsequent WHA resolutions** in order to protect breastfeeding from inappropriate marketing of infant formula and encourage health care providers to support new mothers' breastfeeding. We will be making every effort to ensure this issue receives attention from policymakers during the next Parliament.

Please feel free to contact my office on 07 3367 0566 if I can be of assistance.



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Kind regards,

Senator Richard Di Natale  
Leader of the Australian  
Greens

Senator Larissa Waters  
Deputy Leader of the  
Australian Greens and  
spokesperson for women

Senator Rachel Siewert  
Australian Greens spokesperson for  
Family and Community Services



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