

From: [WHITE, Claire](#)
To: [Exemptions](#)
Cc: [maif](#)
Subject: [SEC=OFFICIAL]
Date: Tuesday, 5 October 2021 2:27:07 PM
Attachments: [image001.png](#)

Dear Adjudication,

Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement)

I am writing to advise the ACCC that Zuru Edge has agreed to become a signatory (member) to the MAIF Agreement.

Zuru Edge is a New Zealand based company who produce Haven infant formula. Zuru Edge have confirmed their commitment to become a signatory (member) to the MAIF Agreement. Zuru Edge joins 15 other manufacturers and importers who have formally agreed to ensure the proper use of breast milk substitutes on the basis of adequate information through appropriate marketing and distribution, while protecting and promoting breastfeeding.

We would like this new signatory to be noted by the ACCC. Current signatories to the MAIF Agreement have also been advised of this new signatory.

If further information is required, please contact the Department on [REDACTED] or email maif@health.gov.au

Kind regards
Kara

MAIF Complaints Committee Secretariat
Food and Nutrition Policy Section

Population Health Division | Primary and Community Care Group
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The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.