

**From:** [maif](#)  
**To:** [Exemptions](#)  
**Cc:** [maif](#)  
**Subject:** New Signatory to the MAIF Agreement [SEC=OFFICIAL]  
**Date:** Thursday, 19 May 2022 8:06:13 AM  
**Attachments:** [image001.png](#)

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Dear Adjudication,

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

I am writing to advise the ACCC that Bega Nutritional's has confirmed their commitment to become a signatory (member) to the MAIF Agreement.

Bega Nutritionals is an Australian based Company who produce Happi infant formula. Bega Nutritionals joins 18 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 Bega Nutritionals to be noted by the ACCC as a member to the MAIF Agreement. Current signatories to the MAIF Agreement have also been advised.

If further information is required, please contact the MAIF Secretariat on [REDACTED] or email [maif@health.gov.au](mailto:maif@health.gov.au).

Kind regards

MAIF Complaints Committee Secretariat  
Food and Nutrition Policy Section

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Population Health Division | Primary and Community Care Group  
Preventive Health Policy Branch  
Australian Government Department of Health  
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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.*