
From: maif <maif@health.gov.au>
Sent: Monday, 30 November 2020 5:47 AM
To: Exemptions
Cc: maif
Subject: Advice of additional signatory to the Marketing in Australia of Infant Formulas (MAIF) Agreement [SEC=OFFICIAL]

Dear Adjudication,

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

I am writing to advise the ACCC that [Spring Sheep Co](#) has agreed to become a signatory to the MAIF Agreement.

Spring Sheep Co, a New Zealand based infant formula company (with plans to market in Australia), has confirmed their commitment to become a signatory to the MAIF Agreement. Spring Sheep Co joins [17 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

Yours sincerely

Naomi Lawless
Food and Nutrition Policy Section

MAIF Complaints Committee Secretariat
Preventive Health Policy Branch | Population Health and Sport Division
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The Department of Health acknowledges the traditional custodians of country throughout Australia, and their continuing connection to land, sea and community, and pays respect to their elders, past, present and emerging for the future.