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**From:** maif <maif@health.gov.au>  
**Sent:** Tuesday, 20 October 2020 12:43 PM  
**To:** Adjudication  
**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 [Sprout Organic](#) has agreed to become a signatory to the MAIF Agreement.

Sprout Organic, an Australian based infant formula company, has confirmed their commitment to become a signatory to the MAIF Agreement. Sprout Organic 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](mailto:maif@health.gov.au)

Yours sincerely

Naomi Lawless  
A/g Assistant Director  
Food and Nutrition Policy Section

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MAIF Complaints Committee Secretariat  
Preventive Health Policy Branch | Population Health and Sport Division  
Australian Government Department of Health  
MDP 707, GPO Box 9848, Canberra ACT 2601  
Phone: [REDACTED] Email: [maif@health.gov.au](mailto:maif@health.gov.au)

*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.*

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