Campaigners say baby milk code still breached

GENEVA — The world’s leading baby milk companies still flout a global code on marketing breast milk at the one-year anniversary of its adoption. Nestlé and Danone, respectively the number one and number two baby milk distributors, were the latest biennial report.

"Breaking the Rules, Stretching the Rules 2010” accuses 11 major companies of violating the code, and products can improve a child’s well-being.

“The biggest problem now is the use of claims,” said Annelies Allain, a director for IBFAN in Malaysia.

IBFAN said it would keep up the pressure on Swiss-based Nestle with an ongoing "... in response to this report, Danone has said actions it will put in place will account for 50 per cent of the measure for IBFAN, told a Geneva news briefing.

He said Nestle had said it would address four out of 134 allegations of a breach of the code.

Danone did not wish to comment on the allegations that it was in breach of the code.


“Obviously, we take these allegations very seriously as we take any allegations concerning the code very seriously,” he said.

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