



A10

Article rank  | 14 May 2011 | South China Morning Post | HEALTH Reuters in Geneva

Three decades on, baby milk

The world's leading baby milk companies still flout a global code against marketing baby milk. It marks the 30th anniversary of the code's adoption.

Nestle and Danone, the top two baby milk distributors, were the worst offenders.

Breaking the Rules, Stretching the Rules 2010 accuses 11 major companies of breaching the code. It says that baby milk products can improve a child's wellbeing.

"The biggest problem now is the use of claims," said Annelies Allain, an Ibfan spokeswoman.

Ibfan said it would keep up the pressure on Swiss-based **Nestle** with an ongoing campaign.

"... in response to this report, Danone has said actions it will put in place will address the concerns," Brady 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 breached the code in 2010.

A **Nestle** spokesman disagreed with Ibfan's interpretation of the International Code of Marketing of Breastmilk Substitutes.

"Obviously, we take these allegations very seriously as we take any allegations of a breach of the code very seriously."

"We fundamentally disagree with their [Ibfan's] interpretation of the code. However, we are open to discuss this."

Ibfan said the trend was to use seductive marketing as the baby milk companies compete for market share.

"Companies are competing with breastfeeding and if breastfeeding rates increase, baby milk sales will decline."

The World Health Organisation, a UN agency endorses the baby milk code. The code also allows for the use of complementary foods.

Printed and distributed by NewspaperDirect | www.newspaperdirect.com, US/Can: 1.877.980.4040, Intern: 800.633.8888

258968165

