

WHAT LIES BEHIND NESTLÉ'S GREEN PR STRATEGY

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Here are 10 facts Nestlé executives do not want you to know. You can help call them to account.

1 Nestlé, the world's biggest manufacturer of baby foods, aggressively promotes its products in ways that break internationally agreed marketing standards, undermines breastfeeding and risks child health.

2 Nestlé is the most boycotted company in the UK and one of the four most boycotted companies on the planet. Nestlé has rejected a four-point plan from Baby Milk Action that would save babies' lives and ultimately lead to the end of the boycott.

3 There is no food more locally produced or sustainable than breastmilk. In areas of poverty a bottle-fed child is far more likely to die as a result of diarrhoea and chest infections than a breastfed child.

4 The mass production of formula and baby food contributes to environmental pollution in many ways: through over-use of land, water, fertilisers, pesticides; through energy for production, packaging, marketing and transport; through extra energy for home preparation and through the volume of non-biodegradable waste.

5 Aside from its notorious record for pushing infant feeding products, Nestlé is criticised for other issues, not least its exploitation of water resources and the environmental impact of bottle production and transport.

6 Nestlé is also criticised for its treatment of coffee and dairy farmers, its denial of trade union rights and child exploitation in its cocoa supply chain.

7 Nestlé is the world's leading producer of processed foods, many of which are high in salt sugar and fat. Like other transnational food companies, Nestlé's top strategic priority is to change traditional food patterns and cultures and to teach the world to 'snack' on unhealthy foods.

8 Nestlé invests in PR to divert criticism and has set itself up as an 'educator' on breastfeeding, nutrition and sustainability. It aims to build public trust in this image, divert attention from its marketing and lure policy makers into partnerships.

9 Save the Children's new report: 'Superfood for babies, how overcoming barriers to breastfeeding will save children's lives', found systematic violations of the the UN marketing regulations by Nestlé and other baby food companies. For example, in Pakistan 20% of health professionals surveyed received gifts from baby food companies - over half were Nestlé-branded. Meanwhile, in the Philippines Nestlé is leading an industry attack on strong regulations, pressuring Members of Congress to introduce its own weaker law. Nestlé also refuses to stop its claims that its formula 'protects' babies.

10 Nestlé spies on campaigners. In January 2013 NESTLÉ was found guilty of spying activities directed at a Swiss action group, ATTAC. Nestlé has a surveillance centre to monitor billions of postings on the internet to sound alarms when its name or interests are mentioned.



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