



# PRESS RELEASE

## Tesco pulls 'Price Drop' infant formula promotion following Baby Milk Action complaint

4th October 2011

Tesco has pulled a 'Price Drop' promotion for infant formula from stores across the country following a complaint from watchdog Baby Milk Action, which contacted the company and Trading Standards on behalf of the Baby Feeding Law Group (BFLG). The promotion, which included prominent 'Price Drop' point-of-sale promotion and price reductions, is illegal under the Infant Formula and Follow-on Formula Regulations. Tesco claimed that infant formula had been included in the promotion accidentally. It said it had made a similar mistake on its website, which it claims it has also corrected.

Mike Brady, Campaigns and Networking Coordinator at Baby Milk Action and coordinator of the BFLG monitoring project, said:

*"We started to receive reports from members of the public through our online monitoring system last week and immediately contacted Tesco and Trading Standards. While we welcome this swift action from Tesco, it has broken criminal law, for which there is no excuse. We await the response from Trading Standards and hope that the fines set out in the law are applied for every instance of promotion. This could provide welcome revenue while serving as an effective deterrent. Illegal promotion by retailers continues to be common and clearly they believe they can get away with it by just saying 'sorry' if they are caught out."*

Examples of violations are contained in BFLG monitoring reports at: <http://dev.babyfeedinglawgroup.org.uk/>

END

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Notes:

1 The National Institute for Clinical Excellence found - a modest increase in breastfeeding rates would bring substantial savings. For example: about 17,000 cases of otitis media would be avoided - saving £509,000. almost 3900 cases of gastroenteritis would be avoided - saving of £2.6 million over 1500 cases of asthma would be avoided - saving of £2.6 million.

The UK Government's Scientific Advisory Committee on Nutrition stated in 2007: *"If an ingredient is unequivocally beneficial as demonstrated by independent review of scientific data it would be unethical to withhold it for commercial reasons. Rather it should be made a required ingredient of infant formula in order to reduce existing risks associated with artificial feeding. To do otherwise is not in the best interests of children, and fails to recognise the crucial distinction between these products and other foods."*