

# UPDATE



Helping Filipino mothers after the Typhoon  
...  
Danone Cow & Gate UK milk advert banned  
...  
EU Action Plan calls for no sponsorship in schools  
...  
New global baby milk monitoring report

[babymilkaction.org](http://babymilkaction.org)

## Baby Milk Action .....

Baby Milk Action is an independent voice that protects babies and their families. We take no funding from companies. As part of a global network, we act to stop misleading marketing by the baby feeding industry. We protect breastfeeding and babies fed on formula to prevent unnecessary death and suffering.

## IBFAN .....

We are the UK member of the International Baby Food Action Network (IBFAN), consisting of more than 270 groups in over 160 countries. [www.ibfan.org](http://www.ibfan.org)



## Baby Feeding Law Group .....

Baby Milk Action is the Secretariat for the Baby Feeding Law Group which works to bring UK legislation into line with UN Resolutions. BFLG members include mother-support groups and professional bodies such as the Community Practitioners and Health Visitors' Association, the Royal College of Midwives, the Royal College of Nursing, the Royal College of Paediatrics and Child Health, and UNICEF's Baby Friendly Initiative. [www.babyfeedinglawgroup.org.uk](http://www.babyfeedinglawgroup.org.uk)



## Conflict of Interest Coalition .....

We were a founder member of the Conflict of Interest Coalition formed in 2011 to safeguard public health policy-making from commercial influence. 162 organisations representing over 2000 NGOs signed the original statement.

[www.coicoalition.blogspot.com](http://www.coicoalition.blogspot.com)



## International Code .....

We work for controls implementing the *International Code of Marketing of Breastmilk Substitutes* (The *International Code*). This Code was adopted in 1981 by the World Health Assembly (WHA), the world's highest policy setting body. The *International Code* bans all promotion of breastmilk substitutes and was adopted as a 'minimum requirement' to be implemented by member states 'in its entirety'. The Code should be read with subsequent WHA Resolutions on infant and young child feeding.

## Protecting breastfeeding .....

There is no food more locally produced or sustainable than breastmilk. A breastfed child is less likely to suffer from gastroenteritis, respiratory and ear infections, diabetes, allergies and other illnesses. In areas with unsafe water a bottle-fed child is up to 25 times more likely to die as a result of diarrhoea. Improving breastfeeding rates could save 800,000 lives around the world every year. Breastfeeding helps fulfill the UN Millennium Development Goals and has the potential to reduce under-5 mortality by 13%. A further 6% of deaths could be saved through appropriate complementary feeding. Breastfeeding provides health benefits to the mother, such as reduced risk of some cancers.

## Protecting babies fed on formula .....

Breastmilk substitutes are legitimate products for when a child is not breastfed and does not have access to expressed or donor breastmilk. Companies should comply with composition and labelling requirements and other Code requirements to reduce risks - independently of government measures. Parents have a right to accurate, independent information.

**Baby Milk Action is not anti-formula, but we are anti-irresponsible marketing.** We work to protect the right of all families and health workers to accurate, independent information on infant and young child feeding.

**Cover Photo:** Volunteers helping Filipino mothers after Typhoon Yolanda. Arugaan, Philippines IBFAN group.

Editorial and Strategic review

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## Glossary

BINGO	Business Interest NGO
CDC	Centre for Disease Control (US)
CRC	Convention of the Rights of the Child
CSR	Corporate Social Responsibility
CSV	Creating Shared Value
EFSA	European Food Safety Authority
FAO	UN Food and Agriculture Organization
FCTC	WHO Framework Convention on Tobacco Control
GAIN	Global Alliance for Improved Nutrition
IBFAN	International Baby Food Action Network
ICDC	International Code Documentation Centre
ISDI	International Special Dietary Foods Industries
MEP	Member of the European Parliament
PINGO	Public Interest NGO
SBN	SUN Business Network
SUN	Scaling Up Nutrition
TPP	Trans-Pacific Partnership
TTIP	Transatlantic Trade and Investment Partnership
UNICEF	United Nations Children's Fund
WFP	World Food Programme
WHO	World Health Organization
WTO	World Trade Organisation

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Baby Milk Action's members elect its Board of Directors. We are also grateful to a network of area contacts, volunteers and members of the public who support our work.

Baby Milk Action is funded by membership (£18 waged, £7 unwaged, £25 family, organisation fee dependent on turnover), donations and merchandise sales. We are very grateful for grants from the A Team, Kenneth Miller Trust and SCIAF.

Update 46 was written by staff and is free to members and affiliates.

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## Baby Milk Action - developing 2020 vision.....



You will see in this issue we have changed our logo and name to highlight we are Baby Milk Action - IBFAN-UK.

This follows a strategic review where we listened to feedback from our members and supporters about our work and website. Soon we will be relaunching our website to follow the style of the new international site for IBFAN – the International Baby Food Action Network (above).

### The food industry in 2020 .....

Thinking of the role Baby Milk Action should play in the year 2020, we had to think first about the challenges and possibilities we will face.

The world is becoming ever more globalised. Nestlé and Danone are locked in a global battle to grow their formula sales (pg 20). China is the main target for growth and the scramble is already on. Nestlé is also expanding its infant nutrition production in Latin America (pg 26).

The food industry has a vision of everyone eating processed foods. It is even trying to set the agenda so that malnourished or undernourished people are fed on commercial products that

are traded globally. A better approach may be ensuring they have access to land and the means to grow or buy locally produced food.

The food industry is trying to gain ever more influence over policy setting. We have had a lot of success in raising concerns over Conflicts of Interest (pgs 6,7,14). The baby food industry has now lost its position of influence with the World Health Organisation.

So instead companies set up their own parallel initiatives, such as Nestlé's *Creating Shared Value* Global Forum (pg 26).

Nestlé and Danone are locked in fierce competition around the world and both have launched First 1000 Days programmes, trying to hi-jack the breastfeeding promotion agenda with the underlying aim of selling more products (pg 26).

### Seeds of doubt.....

Breastfeeding is coming under new types of attack. Companies already claim their formula is based on breastmilk and *CLOSE* to breastmilk. But we expect they will become less subtle as

seeds of doubt planted about breastfeeding take root. Flawed research is already generating 'Is Breast Really Best?' headlines (pg 23). Watch out for suggestions that technology does not have to balance the mother's needs against the child and so a brave new world where formula-fed babies are superbabies could be around the corner.

## Corporate doublespeak.....

The success of campaigns exposing bad behaviour has prompted many corporations to invest heavily in trying to make themselves look good. Nestlé has become expert in 'talking the talk', while carrying on abusing human rights and environmental standards. (pg 27).

Corporate links to charities are a growing concern as well (pg 17,31). Some now just look to what companies say rather than monitoring what they actually do, which is IBFAN's way.

## What we should do.....

Over 350 Baby Milk Action members and supporters completed our online and paper questionnaires to tell us what they think of the organisation and what they think we should be doing. We received a further 100 questionnaires giving opinions on our current website and a proposed new design.

This feedback was used by staff and directors at two planning meetings to answer some key questions about the type of organisation Baby Milk Action should be in the year 2020.

For example, should we continue to be a campaigning group involving the public, or should we be more of a policy think-tank providing expert briefings to policy makers?

The answers to this and other questions are summarised as follows:

- The organisation should have members and involve the public
- It should use campaigns to support its advocacy work.

- It should focus on its international outlook, while being the 'go to' expert organisation in the UK for our issue.
- It should build capacity of the Baby Feeding Law Group (BFLG) to work on UK issues.
- Within IBFAN, it should continue to play a leading role in company campaigns and advocacy.
- Merchandise should continue to play a role in fundraising and outreach, but with greater focus on the unique materials we develop ourselves (pg 12, 27, 32).
- Some sort of campaign targeting Nestlé AND Danone should be launched as the new *Breaking the Rules* global monitoring report confirms they are both now significant sources of violations (pg 20).
- We should continue to have an office to provide support to our members and supporters, while digitising our extensive document archive.

## Who we are .....

We asked you about the name Baby Milk Action, our logo, our websites – hence, the changes we are introducing to these.

Our mission statement on page two has also been revised and we have been getting some expert input to the layout and style of our materials – let us know what you think of the new look to this newsletter. When we relaunch our website with our IBFAN-UK identity, it will have a responsive design. This means you will be able to read it more easily on smartphones and tablets as it adjusts to the size of the display.

## We need you .....

Corporations do not have it all their own way – sometimes debates can be started and changes made just by a few people asking questions or taking a stand.

So if you have not done so already, why not become a member, buy some of our merchandise or sign up to receive our campaign alerts?

## Protecting breastfeeding - Protecting babies fed on formula





Nestlé's Epode 'nutrition education' program in Spain is called 'Thao' and is also sponsored by Ferrero Rocher and Orangina Schweppes. This photo from the Thao website shows children wearing Nestlé branded T-Shirts. Other photos show branded posters and other promotions - all in violation of EU Commission rules. Since Thao is for 0-12 year-olds it violates the International Code too. <http://goo.gl/WEWOYI>

## EU 'no sponsorship' rule.....

Member States of the European Union have passed an important **Action Plan** that for the first time calls for an end to food and drink sponsorship in schools. Since 1992 Nestlé has been sponsoring nutrition education programs in schools all over the world. Together with other NGOs, we have been calling for an end to such promotion which blurs the boundaries between education and marketing and sends a confusing message to children. It builds 'trust'

in companies and diverts attention away from irresponsible marketing. Nestlé has admitted that a key purpose of these activities is to improve the company's reputation and that it uses its Nestlé branding to "*legitimately communicate its social responsible intentions to adults.*" The European Commission has confirmed that such activities should not be branded either with product names or with company brand names. The only promotion allowed is in Corporate Social Responsibility reports. The Member States Action Plan goes further calling for no sponsorship by food and drink companies in schools (pg 7).

## Governments take the 'drivers' seat' on child obesity.....

A carefully worded EU Action Plan on Childhood Obesity, initiated one year ago under the Irish Presidency, was adopted at the Greek Presidential Conference in Athens on 26th February.<sup>1</sup> The Plan reflects the political complexity of the 27-member EU and aims to 'demonstrate a shared commitment to addressing childhood obesity.' The priority actions in 'a possible toolbox of measures for consideration' respect Member States' 'roles and freedom of action in counteracting childhood obesity.'<sup>2</sup>

In January and February the food and advertising industries and NGO members of the EU Commission's Platform for Action on Diet and Physical Activity were invited to comment and submit commitments for possible inclusion in the Annex of the Action Plan. The industries tried to weaken the proposed actions, arguing for greater consultation on the basis that they knew better than most about the 'realities.' Their suggestions for actions would most likely have done more harm than good. (See pg 6, *Nestlé in schools.*)

Thankfully EU Member States insisted that as 'executors of the process' they must be in the 'drivers' seat.' The Commission also stated that 'stakeholder consultations' can only go 'so far.' The final plan includes hardly any of the industry commitments. Instead Platform members have been invited to develop new commitments, 'linked to their core businesses' - i.e. to focus on changing products and reducing harmful marketing.

IBFAN joined the Platform in 2007 to raise awareness of the risks of the 'multi-stakeholder' approach and discourage partnerships with corporations. We have been calling on the EU Commission and EU Member States to act in the public interest and take much greater control of the process. After eight years of operation, it has failed to curb the food industry's promotion of unhealthy foods and risky unproven 'education' commitments predominate. We argued that if such commitments were included in the Action Plan's Annex its purpose would be negated.

## The toolbox of 8 'doable' actions

- Support a healthy start in life (breastfeeding support, monitoring of marketing etc.)
- Promote healthier environments especially in schools and preschools
- Make the healthy option the easier option (no food and drink sponsorship in schools)
- Restrict marketing and advertising to children (defined as 0-18)
- Inform and empower families
- Encourage physical activity
- Monitor and evaluate
- Increase research.

## Obesity in Europe.....

Obesity has more than tripled in many European countries since the 1980s, with 7% of health budgets now spent on associated diseases. Evidence is mounting about the importance of very early life feeding and behaviour. The chances of children sliding into or out of obesity are diminished as they grow older.<sup>3</sup> (See pg. 24.)

WHO's data on the 'Prevalence of exclusive Breastfeeding' in the EU mixes 'under or at 6 months of age.' It shows wide variation in the region: Denmark at the top with nearly 60%; the UK 7th from the bottom with less than 2%!

**A few weak spots:** The Plan calls for timely introduction of complementary foods but uses both 4 and 6 months as indicators. Also it calls for monitoring of the *International Code 'in line with Directive 2006/141'* which is much weaker. Since this Directive is currently being discussed by Member States, hopefully the Action Plan will be used to rectify its many shortcomings.

● **Good news from Mexico:** In October Mexico passed a 10% tax on soda drinks and an 8% tax on junk food (see Update 45).

1 <http://goo.gl/oZ3vTA>

2 The Netherlands (supported by Sweden) is currently not supporting the Plan because 'most of the actions lacking cross-border elements and having a dominant national character, thus falling under national responsibility.'

3 *N Engl J Med* 2014;370:403-11. DOI: 10.1056/NEJMoa1309753

## EFSA research renews calls for a ban on claims

The European Food Safety Authority (EFSA)<sup>1</sup> published the preliminary work it will use for its forthcoming evaluation of essential formula ingredients. The review is part of the ongoing overhaul of all EU baby food legislation.



The findings have prompted renewed calls from socialist MEP **Glenis Willmott** (above) to ban health and nutrition claims on follow-on formulas. An extensive literature review found no scientific evidence, or insufficient evidence, to support the inclusion of many of the ingredients commonly used in formulas.

Speaking to **EU Food Policy**, Ms Willmott said: *'If there are no scientifically proven benefits then we should not be allowing advertising of follow-on formula and we certainly should not allow companies to use health claims which guilt trip parents into buying more expensive formula unnecessarily.'*

In 2011 Ms Willmott led the call in the European Parliament to veto a claim that DHA improved eyesight: *'Whilst I received the support of a majority of MEPs, it was not enough to stop them going ahead. With EFSA's evidence now agreeing there is no benefit, the Commission must urgently revise its approach.'*

Together with the **Baby Feeding Law Group** we have been calling for an end to 'optional ingredients' because they open the door for claims that are both misleading and highly promotional, incorrectly suggesting that a formula could be better than breastfeeding. If an ingredient is essential it should be in all formulas.

The Commission is holding regular meetings with Member States to discuss the legislation. Under the new rules MEPs can attend as observers. EFSA will publish its final opinion in April and will hold a open consultation in June.

### The External report for EFSA:

- Compared the effects of different additives (protein, probiotics, DHA/ARA, cholesterol, selenium iron etc) on growth and health;
- Compared various formulae with breastmilk;
- Assessed research as being **moderately biased** if fully or partially funded by industry, and **severely biased** if it had epidemiological flaws.

### It concluded that there was:

- **No evidence** of any beneficial effect for different amounts of **protein, DHA/ARA, probiotics, prebiotics, cholesterol, palm oil, selenium or nucleotides**;
- **No evidence** of serious, general or specific nutrient deficiency in Europe;
- **No need** for general supplementation of iron, iodine, selenium etc;
- **No evidence** that formulae enriched with these nutrients would have any effect, except maybe in vulnerable subgroups.

*'We find the case for labelling infant formula or follow on formula with health or nutrition claims entirely unsupported. 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.'*

UK Scientific Advisory Committee on Nutrition 2007

<sup>1</sup> Preparatory work for the evaluation of the essential composition of infant and follow-on formulae and growing-up milk  
<http://www.efsa.europa.eu/en/supporting/pub/551e.htm>



## Danone dismisses Department of Health rules

Last year, Baby Milk Action published the report *Look What They're Doing in the UK – 2013* showing how baby milk companies are breaking marketing rules in the UK. These are the *Infant Formula and Follow-on Formula Regulations* (2007) and the associated *Guidance Notes*.

Danone responded to our report by saying, 'we do not accept the *Guidance Notes* have the ability to 'control' or 'prohibit' certain practices.'

Danone dismisses the *Guidance Notes* because they say things like follow-on formula advertising must not: 'promote a range of formula products by making the brand the focus of the advert, rather than specific products (e.g. where specific products are mentioned only in a footnote or in a picture of a tin of formula within the advertisement).'

This is exactly what Danone did with its Cow & Gate advertisement on page 10. It showed a pack shot of follow-on milk, with a label virtually identical to that on the infant formula in the range.

Danone is using the same strategy with its latest Aptamil Pronutra advertising. It also breaks the rule for labels. The *Guidance Notes* state: 'the specific terms 'infant formula' and 'follow-on formula' should be clearly featured on the packaging, **in a font size no smaller than the brand name.**' [Emphasis added.] Look at the advertisements – these terms are lost alongside the branding.

The theme of Danone's latest mass media formula advertising campaign is 'The closer we look the more we discover.' It says that it has spent '30 years studying breastmilk' and has produced its 'most advanced formula yet.' It highlights the supposed benefits of ingredients for visual, brain and bone development.

Danone encourages people to search for information on Aptamil *Pronutra* on the Internet, which takes them to a website promoting the full range of formulas.

The *Guidance Notes* state, 'In order to achieve compliance, companies will therefore need to ensure that formula advertising does not: focus primarily



on the promotion of ingredients, or the effect of ingredients, which are common to both follow-on formula and infant formula.'

The *Guidance Notes* were introduced by the Food Standards Agency in 2008 following widespread consultation on interpreting the law, including with the baby food industry. They became the responsibility of the Department of Health (DH) on 1 October 2010 with the change in the UK Government.

The DH is also responsible for authorising – or not – company materials for distribution in the health care system.

At the same time, however, DH promotes the *Change4Life* health education campaign. Corporate partners? Danone and Nestlé. Over 2,000 people have signed our petition on **Change.org** calling for an end to this unacceptable conflict of interest.

## Danone Cow & Gate advert banned.....



A television advertisement for Danone's Cow & Gate follow-on milk was banned by the UK Advertising Standards Authority (ASA) in January 2014 as it misled viewers.

Such advertisements should not appear at all under international rules, but as these have not been implemented in the UK, we made use of the ASA system. We asked if the claims made in the advert had been approved by the **European Food Safety Authority (EFSA)** as required in the EU.

The ASA found that Danone had gone too far with its claims that 'Cow & Gate follow-on milk provides Calcium for strong bones'; and 'Cow & Gate follow-on milk provides ... iron for brain development'. Its ruling (A13-234819) states: 'consumers would not understand the adapted wording used in the ad to have the same meaning as the authorised wording.'

Our comments on the ruling were reported on the UK's most visited news website, the *Daily Mail* (with a shorter article in the print edition):

*Advertisements such as Danone's suggest that follow-on milks provide health benefits, but they are unnecessary products and Danone is simply ripping parents off, using false claims to make them think they need these milks. Yes, calcium is needed for normal growth and bone development in children and iron contributes to normal cognitive development, but these are provided by a normal diet and Danone's products offer nothing special other than a way for the company to fill its pockets. The cost of these multi-million pound advertising campaigns goes onto the price of the milks making them even more expensive.*

The article also reported our concerns that the ASA decision would have little impact:

*We have won repeated cases proving that claims made for baby formula do not stand up to scrutiny, but the firms continue using them regardless because the ASA is a toothless body requiring no corrections and levying no fines.*

*Many of these practices also break the law in our view, but Trading Standards and the Department of Health are failing to hold companies to account. Companies should be prosecuted and fined for repeated violations.*

Read more: <http://www.dailymail.co.uk/news/article-2547798/Ad-inflated-baby-milk-benefits-Commercial-banned-suggesting-calcium-formula-helped-improve-childrens-development.html>

## Tomme Tippee - perfect violation.....

Powdered formula is not sterile. It should be mixed with water above 70°C to kill any harmful bacteria that it may contain. The bottle then has



to cool before feeding. Tommee Tippee is marketing a machine that uses just a small volume of water to do this and then tops up with colder water. It says a bottle can be made ready in just two minutes.

Of course, it doesn't take an expensive machine to do this – people can do it in the home using a kettle and previously boiled or filtered water. But is it safe? WHO did not recommend this method, so we have asked for its views. An industry food safety expert has questioned how the hygiene of the closed mechanisms will be ensured.

Tommy Tippee promotes formula feeding as 'closer to nature' as in the special display in Toys R' Us, above, which is a perfect example of misleading marketing regardless of the safety issue.

## Parents ripped off by potentially harmful ‘toddler milks’.....

The baby milk industry has a cunning plan to boost profits and bypass restrictions on how it markets infant formula. We are seeing products for older babies with the same branding as the infant formula being marketed in the UK and around the world. Follow-on milks are marketed for use from 6 months and so-called Growing-Up Milks (GUMs) for children from one-year old.

The **World Health Assembly** said follow-on milks are unnecessary when they were first introduced – infant formula can be used if babies are not breastfed. The **UK National Health Service (NHS)** Choices website says:

*Follow-on milks are available for babies over six months but there is no need to change over to these. Cows' milk can be mixed with food from six months and whole cows' milk can be given as a drink from one year.*

The UK consumer organisation **Which?** has highlighted the high sugar levels and said ‘Parents could save more than £500 a year by giving their child cow's milk instead of toddler milk.’ In its expert analysis, **First Steps Nutrition** says:

*Fortified milks are frequently high in sugar and are likely to contribute to higher energy intakes, which may contribute to chronic disease, and the voluntary fortification of foods and drinks needs to be questioned as there is increasing evidence that giving additional nutrients to those who do not need them may have adverse consequences.*

Danone recruited the charity **Tommy's** to promote GUMs through its baby race in 2013, with claims that the ASA ruled in 2014 are misleading:

*Even with a typical diet, it's not easy for toddlers to get all the nutrients they need. Cow & Gate Growing Up Milk is a great way to help them get some of the hard-to-get nutrients into their diet: Just 2 x 150ml beakers a day help top up your toddler's diet with Vitamin D for development of bones, omega 3 (an essential fatty acid) and iron for brain development.*

These claims were promoted during a ‘baby and toddler event’ in ASDA supermarkets in

February 2014 with GUMs sold at discount. People were encouraged to put questions to ASDA pharmacy staff and to visit ASDA's ‘Baby and Toddler Club’ website as a ‘trusted resource for nutrition and feeding advice’. Trusted? The site has a disclaimer in small print saying the publishers do not ‘make any representations as to the accuracy or efficacy of the information provided nor do they assume any responsibility for errors, omissions or contrary interpretation of the subject matter herein.’



**NHS Choices**, on the other hand, stands by its advice: ‘**Accuracy:** NHS Choices content will be accurate, balanced and transparent. Information given will be based on the best available scientific evidence and data sources.’

### International concerns

In 2011 the **German Federal Institute for Risk Assessment** found no advantage compared to reduced fat cow milk and **German Consumer Centres** found they were 4 times as expensive normal milk.

In 2012 the **Australian** Government's infant feeding guidelines said: ‘Toddler milks and special and/or supplementary foods for toddlers are not required for healthy children.’

In 2013 the **European Food Safety Authority** concluded that GUMs have no additional value to a balanced diet.  
([goo.gl/6E3kyp](http://goo.gl/6E3kyp))

Danone promotes its Cow & Gate brand by sponsoring **Barnardos Ireland's 'Big Toddler'**.



Also see pg 31.

## Danone offers secret deals to student midwives

As Danone steps up its competition with Nestlé for the hearts and souls of health workers we have learned it is offering grants and meals to student midwives, its rep. telling them:

*For me to give funding I will need each of you to sign an ethical practices form which is just for our own records to say we comply with the WHO code for the giving of funding etc and we keep it in a filing cabinet and it is strictly confidential.*

*This is normal practise and we ask all midwives and students to sign a form when we take them for lunch /dinner or give funding or literature out on first milks so it brings us more in-line with BFI.*

BFI is the Baby Friendly Initiative, which says company reps. should not contact health workers. Information should only be passed to a designated expert member of staff who will assess information for accuracy and only communicate what is necessary.

*Before I finish I wondered if you would ask the girls in you class if they fancied meeting up with me for dinner so I can tell them more about the way we work and events that will be coming up this year as they could be missing out. I will of course pay for dinner somewhere that suits*

*everyone and just so you are aware that you can liaise and meet with me as long as it is in your own time and off trust premises.*

*Some of the lecturers don't approve of seeing formula reps due to BFI but as long as you stick to the rules and just keep it to yourself your fine. It is a shame really because we are here to help educate midwives so they can give the best advice and practise to mums.*

- In 2011 we exposed Danone trying to recruit midwives off-the-books to staff its 'Careline'.



- Show your independence from Danone with our new stickers and mugs. Order from our site.

## Medela violates the International Code

Can a feeding bottle really enable 'babies to maintain their natural feeding behaviour learned on the breast'? That is the claim from Medela for its Calma bottle and teat. Medela promotes it as 'the unique breastmilk feeding solution for your baby.'

Under the *International Code*, companies are only permitted to provide health workers with scientific and factual information. The claims are misleading as Medela admits in response to posts about babies choking using the bottle :

*We've found sometimes that Calma takes a little getting used to. Typically, babies suck vigorously at the beginning of a feed to stimulate let down. With Calma, relaxed sucking, similar to the middle of a feeding, works best. Many moms found that after a few tries, babies adjust their sucking at the beginning of the feed with Calma and that Calma helped immensely with the transition from bottle to breast.*

If babies cannot suck on Calma in the way required to stimulate let down (milk flow from the breast), then surely they will have problems 'transitioning' to the breast.



## The UK sees Nestlé malpractice first hand

The UK is now seeing Nestlé baby milk marketing malpractice first hand. Nestlé completed its purchase of Pfizer Nutrition/Wyeth at the end of December 2012, giving it control of the SMA brand of formula.

Baby Milk Action wrote to Nestlé asking it to market SMA formula in line with the *International Code and Resolutions* (noting that it does not follow these rules elsewhere unless forced to). We also asked it to respect various rulings we have won against misleading advertising. For example, the Advertising Standards Authority (ASA) upheld our complaint against the claim that SMA is the 'best' formula – Pfizer Nutrition could not prove this claim.

Another important ruling from the ASA against Pfizer Nutrition (A12-197524) states:

*We told [the company] not to produce marketing communications for infant formula except in a scientific publication or, for the purposes of trade before the retail stage, a publication of which the intended readers were not the general public.*

Nestlé is ignoring this ruling, continuing to promote SMA infant formula on websites aimed at the general public. It has also put in place a team of Nutrition Representatives to promote SMA formula to health workers at events at hotels around the country – it is launching SMA HA. It often uses guest speakers to try to entice them along to bypass restrictions on meeting health workers on health facility premises.



We have been organising small, polite protests outside events. The example left was in Cambridge, where Addenbrookes Hospital told staff that they could not attend in work time. However, several student midwives turned up from a nearby college

for a talk on water birth – with a session on formula by the Nestlé Nutrition rep. The protest prompted a debate at the college about conflicts of interest and it is now policy to discourage students from attending company events.

The **Royal College of Physicians (RCP)**, a member of the **Conflict of Interest Coalition**, said it was unaware that Nestlé was behind the event on the *'Ins and Outs of Infant Care'* held on its premises on 9 July 2013 and would not host Nestlé in future. Nestlé issued a statement on its website rejecting the RCP's claim.

Nestlé no longer gives public information on where the events will be held, instead requiring those interested to register via its website – where it promotes its SMA formula.

- Are you a health worker? Why not order a mug to show your independence from Nestlé and Danone (pgs 12, 27).
- See **First Steps Nutrition Trust** briefing: *Partially hydrolysed whey based infant formula and the prevention of allergy: A summary of current evidence and policy.* <http://goo.gl/Xiy0BK>

## Independent assessment of company information

The Lancashire Infant Feeding Information Board (LIFIB) invites company reps. to present information on their products to designated experts. Its February bulletin assesses the claims made for SMA HA and milks from other companies.



To receive the bulletin contact:  
**LIFIB@outlook.com** or **@The\_LIFIB**



## GAIN - still a wolf in sheep's clothing? .....

The **International Special Dietary Foods Industries** (ISDI representing the feeding industry) lost its NGO status with WHO after 28 years, because WHO had not '*received the deliverables expected during the collaboration period.*'

ISDI and several other business front groups have enjoyed Official Relations status with WHO, even though this conflicts with current policy. This was due to inadequate implementation of WHO's policy that defines NGOs as groups '*free from concerns that are primarily of a commercial or profit-making nature.*' Unfortunately the '*not-for-profit*' legal status that many business groupings are registered under have managed to achieve has been mixed up with the '*not working in the interest of profit-making*' status.

NGOs in Official Relations with WHO can make interventions at the meetings of WHO's governing bodies, so influencing the formation of WHO's health policies. The status also requires them to work directly with WHO on joint plans. This gives the impression that their main purpose is to protect and promote public health. Such misnomers play into the key corporate strategy to '*manipulate public opinion to gain the appearance of respectability.*'

IBFAN's non-hierarchical network structure has not fitted easily into WHO's format so for the last 30 years we have attended WHO meetings wearing the hats of Consumers International or NGOs such as Save the Children. As WHO is reviewing its relations with NGOs, with one aim being to improve its relations, we decided to apply this year and succeeded - without changing our structure.

Our pleasure at this news and the refusal of ISDI was counterbalanced by the worrying news that the **Global Alliance for Improved Nutrition** (GAIN) succeeded in its application for NGO Official Relations. GAIN was unsuccessful last year because of several concerns, including its lobbying activities against a strong Code-related Law in Kenya in 2012. Member States asked GAIN to provide more information about '*the nature*



*From the left: Lida Lhotska, IBFAN regional Coordinator for Europe, Dr Francesco Branca, Director of WHO's Dept for Nutrition, Dr Elizabeth Mason, Director, WHO Dept for Maternal, Newborn, Child and Adolescent Health and Patti Rundall, Baby Milk Action, IBFAN Co-Chair. Dr Branca said 'We have been allied with IBFAN for many years and we now look forward to strengthening WHO's commitment on the goal of increasing exclusive breastfeeding, and scaling up implementation of the International Code.'*

*and extent of the Alliance's link with the global food industry' and 'the position of the Alliance with regard to its support and advocacy of WHO's nutrition policies, including infant feeding and marketing of complementary food.'*

GAIN is a public-private hybrid entity with assets of USD 61 million (mainly from the Gates Foundation) that boasts of its work with 600 companies - many of which were members of it **Business Alliance**. It has major several businesses on its Board and its commercial purpose to: '*reach 1.5 billion people with fortified foods...*' has been a major obstacle to our work on global trading standards at Codex (see pg 31) and at national level.

To increase its chances of success this time GAIN said that it had, once month earlier, closed down its **Business Alliance** and that its '*main links with the private sector were with national and local companies.*' In fact the Business Alliance had simply been '*folded into*' the **Scaling Up Nutrition Business Network** (SBN) that was relaunched with 40 global companies at the Davos World Economic Forum in January 2014.

As we reported in Update 45, Kenya resisted GAIN's pressure and adopted its strong law. It is now confining GAIN to working on food fortification for the general population and we are told that GAIN is keeping to its assigned role.

## Bingos, Pingos, Ringos, NSAs

Since both GAIN and SUN encourage dealing with food and nutrition via Public Private Partnerships and Multi-Stakeholder Platforms, and GAIN is a major partner of SUN, it is hard to know if there has been a real long-lasting transformation in GAIN. One thing is sure - both SUN and GAIN must clean up their governing bodies and address conflicts of interest properly (see pg 16).

WHO's decision to include GAIN as an NGO illustrates that WHO's safeguards against conflicts of interest are not yet in place. A fact acknowledged by Dr Chan, WHO's Director General at the WHO Executive Board meeting in January:

*Yes, at this point in time we don't yet have clarity on BINGOs<sup>1</sup> [Business Interest NGOs] and PINGOs [Public Interest NGOs] but I did say that we'll move towards that... We need to make sure there is no influence in the policy space that is countries' prerogative, or in the technical standard setting space which is the second space. I call it the Red Lines. Two Red Lines. No industry. No Business Interest organisation or any organisations who want to influence the work of WHO to their benefit should be allowed in those two spaces.*

If WHO is to stay true to its constitutional mandate and protect its independence, integrity and trustworthiness it is vital that it recognizes the fundamentally different nature of public-interest actors (who are guided by a public-health mission) and private commercial entities who come in all different forms but are guided by a market profit-making logic. These entities form the greatest risk to WHO. Such a distinction is politically indispensable in today's world, where commercial influence is so often hidden.

We hope that Dr Chan keeps her word and develops distinct policies that will keep the NGO 'space' for those whose only mission is public health.

BINGO: Business Interest NGO.  
PINGO: Public Interest NGO.  
RINGO: Religious NGO  
TANGO: Technical Assistance NGO  
GONGO: Government Operated NGO  
DINGO: Dishonest NGO

## What is a Conflict of Interest?

*'[Individual] conflicts of interest are defined as circumstances that create a risk that professional judgments or actions regarding a primary interest will be unduly influenced by a secondary interest.'*<sup>1</sup>

*'Institutional conflicts of interest arise when an institution's own financial interest or those of its senior officials pose risks of undue influence on decisions involving the institution's primary interests.'*<sup>2</sup>

## Definitions of NGO

**Food and Agriculture Organisation:** 'NGOs are formally constituted, legally registered, free from commercial interests, non-profit organisations that provide services, information and expertise, sensitize public opinion, and conduct advocacy activities.' (FAO, CL146/8)

**WHO:** groups that are 'free from concerns that are primarily of a commercial or profit-making nature.'<sup>3</sup>

## What is a Non State Actor?

WHO uses the term 'Non State Actor' (NSA). We suggest NSAs are categorised as:

- **Commercial entities** and their front bodies
- **Hybrid bodies** such as Public Private Partnerships and venture philanthropic foundations
- **Academia**
- **NGOs** (PINGOs) Public Interest NGOs

1 Lo, B. and M. Field, Inst of Med. (US) Committee on Conflict of Interest in Medical Research, Education and Practice, Eds. (2009).

2 Conflict of interest in medical research, education and practice. Washington DC, National Academics Press, cf.

3 *Criteria for the admission of NGOs into official relations with WHO*, WHO Basic Documents, 47th edition, 2009

## SUN fails to tackle COI

IBFAN has been criticising the **Scaling Up Nutrition (SUN)** initiative for many things, including its lack of attention to conflicts of interest. SUN's governing body includes major corporations and a key factor of SUN's approach is the establishment of Public Private Partnerships in developing countries - with businesses at their core.

In response to our criticisms, SUN is now attempting to produce Conflicts of Interest (COI) guidance and on its website describes the process being managed by the **Global Social Observatory (GSO)**. GSO is a body that is not independent of commercial interests and its efforts so far are disappointing. In particular they leave out any guidance for SUN's own governance - ignoring the WHA 65.6 Resolution (2012), which requires COI to be addressed at all levels, not just by Member States at country level.

GSO's 'Reference Note' shows poor understanding of the COI concept and the existence of irreconcilable conflicts of interest. It mixes COI with 'Conflict resolution' and uses concepts such as 'mutual accountability' that assign roles to governments that may not be democratic. No reference is available for statements such as 'there is more to be gained by engaging all groups that are working to improve nutrition.'

● Meanwhile we are pleased that SUN has changed the reference to breastfeeding on its website. Its strategy 2012-15 still refers only to exclusive breastfeeding for 6 months, but its website refers to 'Support for exclusive breastfeeding up to 6 months of age and continued breastfeeding together with appropriate and nutritious food up to 2 years of age, fortification of foods, micro-nutrient supplementation, treatment of severe malnutrition.'

## Doctors call to end sponsorship

The **International Society for Social Pediatrics and Child Health (ISSOP)** has adopted a strong Position Statement explaining why baby feeding industry sponsorship damages health and the reputation of paediatricians. <http://issop.org>



## UNICEF's Landscape analysis

UNICEF published a new paper in September entitled *Breastfeeding on the Worldwide Agenda - a landscape analysis on political commitment for programmes to protect, promote and support breastfeeding*. The report is based on interviews, including with IBFAN. While the report rightly identifies breastfeeding as a seriously overlooked issue, we are concerned about many of its observations and conclusions. Its focus on the promotion of breastfeeding (rather than its protection) and its failure to stress the obligations of governments to protect child rights. While identifying relations with the private sector as an area needing further consultation, the report suggests that private sector involvement and public private partnerships are an essential component in the planning and implementation of child survival initiatives. We see this approach, also used by SUN, as being highly problematic, and overlooking the *Global Strategy on Infant and Young Child Feeding* that clearly identifies two appropriate roles for the Private Sector: make safe products and adhere to the *International Code*.

UNICEF shares our understanding that marketing practices that violate the *International Code* are a key obstacle to ensuring that every mother can make an informed decision about how to feed her child and we will be discussing with them modes of collaboration that would advance implementation of the *Global Strategy* and other relevant WHA policies.

## Corporate Social Responsibility (CSR) scams

Companies with the poorest reputations, such as Nestlé, tend to produce the highest number of Corporate Social Responsibility (CSR) reports - all of them claiming a positive impact on society.<sup>1</sup> CSR reporting helps companies build trust and promotes the notion that self-monitored, voluntary codes are preferable to regulation.

The **World Economic Forum** (WEF) whose chair is also Nestlé's chair, Peter Brabeck-Letmathe, is a major player in the promotion of CSR and businesses. WEF's *Global Redesign Initiative* proposes that some issues are taken off the agenda of the UN system and are addressed instead by 'plurilateral, often multi-stakeholder, coalitions of the willing and the able.' WEF envisages a world managed by a coalition of multinational corporations, nation states (including through the UN System) and select civil society organisations.

The Guidelines of the **Framework Convention on Tobacco** recognise that CSR is a form of marketing. Of course food is different, but perhaps its time that the risks of food industry CSR are recognised.

<sup>1</sup> **Corporate Critic** database list Nestlé with 647 reports, Unilever 362, Danone 127, Pepsi 179 and Coca Cola 219. **Ethical Consumer Research Association** gives Nestlé an *Ethiscore* rating of 1 on a scale from 0 (worst) to 15 (best).

<sup>2</sup> See *Holding Corporations Accountable in Global Obligations for the Right to Food* and *Governments should govern - corporations should follow the rules* in UN Standing Committee on Nutrition journal.

### Can CSR be fixed?

Richard Howitt MEP, the European Parliament Rapporteur on Corporate Social Responsibility (CSR) is steering a **Non-Financial Reporting (NFR) Directive** through Parliament to improve corporate reporting of 'information relating to environment, society, respect for human rights, anti-corruption and diversity.' This will require companies to report against recognised international standards – or explain why they have chosen not to do so. Whether this will improve the situation or give CSR an air of respectability it does not deserve remains to be seen.

## Cosying up to charities

Partnering with high profile charities is a key CRS strategy. 2013 saw two new partnerships that could affect infant health: **World Vision International** with **DSM** (a major manufacturer of formula ingredients) and **Save the Children UK** with **Glaxo Smith Kline (GSK)**.

BBC's *Panorama*, *All in a good Cause*, broadcast on December 2013, examined this trend, interviewing Justin Forsyth, Save the Children UK's CEO and Dominic Nutt, its former Head of News. In the last 3 years its income from corporations has gone up 5-fold from £3.9m to £21m in 2013, 8% of its total. The GSK deal, worth £15m over 3 years, could, according to Justin Forsyth, save 'millions' of children's lives. Dominic Nutt explained how the move from small donors to corporate funding can impact on charities' willingness to criticise potential funders: 'People are beginning to edit themselves, the culture has percolated right down and no one is willing to challenge that culture.'

- The partnership may involve the development of a nutrition product for babies. We really hope not. These issues are complex and tying fundraising to products has many risks and can distort an agency's priorities (see pgs 24, 31).
- The Advertising Standards Council of India upheld a complaint against GSK's claims for *Junior Horlicks* and children's brain development.

**Right:** GSK Display for *Junior Horlicks* for toddlers, Delhi, Nov 2013.

**Below:** Justin Forsyth, Save the Children UK, on BBC's *Panorama* in December 2013.



## UN urges no formula donations

Typhoons are common in the Philippines, but the one that hit Tacloban City and Cebu in November was one of the strongest ever recorded. People were left without food, water and power. In this context breastfeeding is a lifeline for babies.

In the aftermath over 20 UN agencies and NGOs issued an urgent appeal, highlighting the risk to life from formula donations. Donor agencies, NGOs, media and individuals were urged to avoid calls for and sending of baby feeding products into the area and called for needs assessments by qualified health and nutrition workers trained in infant feeding.

*All infants with diarrhea, near death with dehydration and sent to hospitals straight from C-130 (planes) are all bottle- and formula-fed...All babies who are breastfed are well and not even sick despite getting soaked cold last Friday (when Yolanda hit).*

**Haide Acuna,**  
a breastfeeding campaigner  
visiting the evacuation centers  
in Cebu <sup>1</sup>

*With our water and food supply running low, I just breastfed and breastfed my son...If our child had been dependent on milk formula, I would have taken part in looting, too....When we went out to forage for food, I saw people looting formula milk for their babies...Even if the baby were bottle-fed before Yolanda, the baby could be breastfed anytime.*

**Danika Christin Magoncia,**  
a Yolanda survivor from  
Tacloban <sup>1</sup>



## Industry threat to the Philippines

Meanwhile the baby food industry - under the guise of the **Infant and Pediatric Nutrition Association of the Philippines (IPNAP)** has been trying to weaken the existing protection of the Philippines Milk Code in order to legitimise many of its harmful practices, such as advertising of formulas, industry contact with mothers for so-called educational purposes, sponsorship and training health workers. Lactation breaks at work would also be unpaid. They also want to be able to give donations of baby milks during emergencies. WHO, UNICEF Philippines and the International Labour Office (ILO) are urging the Philippines Government to reconsider any relaxation of the Milk Code.

### For more information follow these leads:

*Operational Guidance on Infant and Young Child Feeding in Emergencies*, v2.1, Feb 2007  
[www.ennonline.net/resources/6](http://www.ennonline.net/resources/6)  
<http://ibfan.org/infant-feeding-in-emergencies/125>  
[http://www.ibfanasia.org/ife/unicef\\_media\\_joint-statement.pdf](http://www.ibfanasia.org/ife/unicef_media_joint-statement.pdf)  
 A first hand account from Velvet Here: <http://info.babymilkaction.org/velvet>  
*Groups urge breast milk for babies in storm shelters*, Inquirer News. [goo.gl/sCffm7](http://goo.gl/sCffm7)



Arugan volunteers helping mothers to breastfeed and make appropriate complementary foods.



## Milks for mothers.....



Malnutrition is a shameful world problem that must be tackled. It is also important that pregnant and lactating mothers have access to enough and appropriate food. But is the marketing of micronutrient powders and special formulas and supplements for mothers and babies the answer?

While Folic Acid, Vit D and other supplements may be important for pregnant women, requirements will vary from region to region and sector to sector. Nutrition interventions must be based on independent systematic reviews of evidence and must be properly controlled and managed by governments, not left to companies, many of whom will push anything as long as it is profitable.

When governments take action to ban the promotion of breastmilk substitutes, companies seek other ways to reach mothers. The promotion of formulas for mothers allows them to claim to be supporting breastfeeding while undermining womens' confidence in their bodies' competence to do it. When products are cross-branded with baby milks the door is opened to a range of products for the whole life cycle. Soon everyone starts to believe that unprocessed, cheaper and

often more nutritious foods are somehow lacking.

It's not just the manufacturers of breastmilk substitutes. Companies such as Ajinomoto (the Japanese sweetener and MSG producer), DSM (Europe's largest vitamin and formula ingredients manufacturer) and Pepsi are all seeing the commercial potential of the 'first 1000 Days.'



### World Health Assembly Resolution 55.25

urges Member States: "to ensure that the introduction of micronutrient interventions and the marketing of nutritional supplements do not replace, or undermine support for the sustainable practice of, exclusive breastfeeding and optimal complementary feeding."

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Advertisement feature

Global Development Professionals Network partner zone

EMPOWERING PREGNANT WOMEN TO SEEK OUT FORTIFIED FOODS

Improving maternal and child nutrition, particularly in the first 1,000 days, can prevent malnutrition and stunting, and break the generational cycle of malnutrition. Working closely with GAIN's micronutrient supplements initiative, we are empowering women to request fortified foods

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GAIN-sponsored 'Nutrition Hub' on the Guardian website. The headline: "Empowering pregnant women to seek out fortified foods" uses the term "empowering" instead of "advertising to." It suggests that fortified products are essential for pregnant women. January/February 2014

## Nestlé and Danone in fierce competition .....



IBFAN's **International Code Documentation Centre (ICDC)** has published an electronic version of *Breaking the Rules, Stretching the Rules 2014* and a free summary document. ICDC explains:

BTR 2014 is the result of three years of collective voluntary effort to compile evidence on marketing practices by baby food companies around the world. The final report contains 813 entries from 81 countries and covers 27 companies.

The **Executive Summary** gives an overview of new marketing trends. Here are edited highlights:

Competition has increased and breastfeeding declines as a result. The market is so profitable that further acquisitions have led to more concentration, leaving two global leaders in fierce competition: **Nestlé** and **Danone**. Smaller companies are just as aggressive and the lucrative Chinese market is attracting new export investments from Canada and Ireland.

### ● Chasing dragon profits .....

Most baby milk companies are targeting **China's** lucrative USD 12.4 billion infant formula market. Potential consumption is projected to hit USD 25 billion by 2017. Companies battle to corner market share (over 20 million babies born each

year) and as demand exceeds supply for imported products, prices are jacked up. The escalating price of infant formula sparked an investigation by the competition authority, the Chinese National Development and Reform Commission (NDRC). In 2013, six companies were fined USD 108 million for price-fixing. Five of them are in this report: Mead-Johnson, Abbott, Dumex, Friesland and Fonterra. Both Wyeth and Dumex immediately cut their formula prices by 11 to 20%.

### ● Social Media .....

Social media – new heyday for marketing. Social media - Twitter, Facebook, YouTube, Instagram, Google+, etc. – provide a new avenue for companies to advertise products on electronic communication channels. These mobile and web-based technologies use 'behavioural targeting' offering a plethora of opportunities for companies to interact directly with unsuspecting consumers. Popular bloggers are roped in to endorse products and thus influence their huge following.

### ● The New Jewel in the Crown.....

**Growing-up milks (GUMs)**. Baby food companies maintain GUMs are not covered by the Code but the scope of the Code is clearly wide enough to include them.

GUMs or fortified 'Toddler milks' are used by many companies to cross-promote infant formulas and follow-up milks. Aggressive marketing has made this the best-performing segment within the overall market. GUMs lead the growth of the baby food market, approaching a value sales gain of 17% in 2012, followed by 12% for follow-up milks. Toddler milk now accounts for one-third of the global milk formula market by value.

### ● Sponsorship .....

Thanks to the internet and social media, evidence of companies blatantly giving sponsorship to health professionals are now more visible in the public domain. In the past, the information regarding such practice was often heard of but

## Jumping on health promotion bandwagons .....

seldom seen; in this day and age, photos are uploaded on social media for all to see. Doctors, nurses, midwives, nutritionists are the most targeted groups with air tickets and expenses for expensive conferences, gifts including top of the line laptops, lucky draws and the like. We report with photo evidence from unexpected corners like United Arab Emirates, Turkey and Iraq.

### ● If you cannot beat them, join them!...

Infant formula makers have always marketed their products with messages that suggest that their products are nearly as good as breastmilk and some even giving the impression their formulas are better than breastmilk. The common trend is to say that the particular formula is '*closer than ever to breastmilk*' or '*inspired by breastmilk*'.

Wyeth, now owned by Nestlé, started a new product line called *Illuma*, a '*human affinity formula*'. Product promotion praises the virtues of breastmilk and then carries on with a story about how they have spent years on research and "learned from the breast" to find a concoction that includes a few nutrients also present in breastmilk.

### ● Jumping on 1000 days bandwagon...

The 1,000 days between a woman's pregnancy and her child's 2nd birthday is a critical period for long term development. UNICEF and WHO have launched a global campaign for health and development through adequate nutrition during the critical '*1000 days window of opportunity*'.



Several baby food companies saw a golden marketing opportunity in this campaign (as shown). They could join in the chorus and yet skew it into a promotion opportunity for their products.

### ● Encouraging Mixed Feeding.....

In their pursuit to increase sales, formula companies have recently become bolder by suggesting to mothers that they can do both – formula feed and breastfeed at the same time.

### ● Conclusions: blame marketing.....

The Global Trends in Exclusive Breastfeeding rates (UNICEF 2012) are on the rise, but the proportion of exclusively breastfeeding mothers in East Asia fell from 45% in 2006 to 29% in 2012. In Indonesia the figures are 10% down. In the Philippines only 17% are now breastfeeding.

● Download the full Executive Summary for free along with Legal Updates. Order the *Breaking the Rules* report at:  
[www.ibfan-icdc.org](http://www.ibfan-icdc.org)

## Who is the worst?

IBFAN's monitoring is not a statistical exercise, but it is clear that Danone (39 pages of violations) is becoming as bad as Nestlé (42 pages, not counting its new Wyeth acquisition) as they compete around the world.



Baby milk action has put four-point plans to executives of both Nestlé and Danone, calling on them to market their products responsibly – but the evidence shows that it takes laws and public pressure to force changes.

● Watch out for the DanoNO campaign alongside the Nestlé boycott (pg 12)

## What's inappropriate promotion?

The Resolution passed at the 2012 World Health Assembly Resolution (WHA) called for "clarification and guidance on the inappropriate marketing of foods for infants and young children" WHO convened a Working Group in June to explore this issue, and has arrived at 5 criteria that could be used to inform policies. We hope that these will be highlighted in a new resolution at the forthcoming WHA in May.

### Promotion is inappropriate if:

- it undermines recommended breastfeeding practices;
- contributes to childhood obesity and noncommunicable diseases;
- the product does not make an appropriate contribution to infant and young child nutrition in the country;
- it undermines the use of suitable home-prepared and/or local foods;
- it is misleading, confusing, or could lead to inappropriate use.

## WHO Report on Code monitoring

For the first time, WHO has published a report on *Country Implementation of the International Code of Marketing of Breast-milk Substitutes - Status Report 2011*. The report is based on a questionnaire sent to governments who reported:

*'...consistent, repeated, systematic violations by the industry are common concerns of countries. Very aggressive direct marketing or indirect advertisements to mothers exist. In some instances countries reported that the industry resisted all provisions of regulations, and this resistance is sometimes expressed as pressure on government to limit implementation or upgrading/updating of the law.'*

- The original version contained errors that have been rectified, so download the current version.



## Investing in breastfeeding

IBFAN has produced a new tool that could help governments to fulfill their obligations to provide the environment women need to breastfeed. Formula feeding is a heavy burden on the planet and people, while breastfeeding is a valuable national asset which has great economic worth, saving lives and avoiding health costs. In many countries the investment of resources for breastfeeding is insufficient and mostly sustained by mothers and volunteers. It's high time this was rectified.



## WHO Statement on Follow-on Formula

The World Health Organisation's long-awaited statement on follow-up formula, published in July, reaffirmed that follow-up formulas are not necessary, are unsuitable as a replacement for breastmilk after 6 months and are covered by World Health Assembly marketing requirements.

*Even though follow-up formula is not necessary, and is unsuitable when used as a breastmilk replacement, it is marketed in a way that may cause confusion and have a negative impact on breastfeeding.... while follow-up formula may not be explicitly promoted as a breastmilk substitute....packaging, branding and labelling may induce mothers to use follow-up formula in the first six months of life and/or to stop breastfeeding after this period. If follow-up formula is marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement for breastmilk, it is covered by the Code. In addition, where follow-up formula is otherwise represented in a manner which results in such product being perceived or used as a partial or total replacement for breastmilk, such product also falls within the scope of the Code.*

## Flawed research questions breastfeeding benefits.....

**Mail**Online



health

**Breast milk is 'no better for a baby than bottled milk' - and it INCREASES the risk of asthma, expert claims**

**New Study Confirms It: Breast-Feeding Benefits Have Been Drastically Overstated**

Research from Ohio University generated headlines around the world at the end of February by asking 'Is Breast Truly Best?' and suggesting not (the Daily Mail and Slate shown above). Our blog posting looking at the research more objectively received 10,000 visits the first weekend.

The research looked at a set of historic data and found that overall breastfed children did significantly better than formula-fed children. However, the researchers highlighted that in a subgroup no benefits were found from breastfeeding, comparing a child who may have only been breastfed once with a sibling who had no breastmilk at all. Professor Mary Renfrew told us this was one of the flaws: *'The exposure measures for breastfeeding were very crude. There was no measure of exclusivity, for example.'*

Then out of 11 factors examined, 8 were to do with behavioural or scholastic outcomes at the ages of 4 to 14, such as their maths ability and vocabulary. Finding little difference between the subgroup children, they concluded that factors such as their parents' education have a bigger impact than how the children were fed.

The only health outcomes included in the research paper were body mass index (BMI), obesity and asthma. Drawing conclusions on the first two of these three is a difficult task in a country where over 35% of the population are classified as obese and nearly 70% have a BMI that classifies them as overweight or obese, particularly if one sibling may have been only partially breastfed. There is other evidence of less obesity in breastfed children and the Centre for Disease control suggests breastfeeding may help

explain a recent fall in obesity rates (pg 24).

The NHS review of this research pointed out that in the subgroup of brothers and sisters fed differently there was actually no difference between reported asthma outcomes, from which you could conclude the feeding method does not have an impact on asthma risks if you follow the same logic the researchers use for reading and maths ability etc.

Not investigated was why did the mothers in the subgroup feed their children differently? The researchers simply say, *'all of the scenarios we can call to mind in which siblings are differently fed favor the breastfed sibling.'* Really? How about: mother has a difficult breastfeeding experience that leaves her and her child distressed, so she switches to formula and then uses formula for her other children? That is all too common where breastfeeding support is lacking. There is no right to paid maternity leave in the US, so mothers are already facing severe obstacles when caring for young children.

Some have seized on the study to suggest that advocates should shut up about breastfeeding. However, the Breastfeeding Medicine blog pointed out the study authors drew a different conclusion:

*If the secret ingredient is 'being born in a family where breastfeeding is possible,' then creating the conditions that enable families to breastfeed must be our highest priority. The take-away is that we need to fight for paid parental leave, high-quality childcare and a living wage for every family, regardless of how they decide to feed their infants.*

See: <http://bit.ly/1klDqhd>

Colen, C.G., Ramey, D.M., Is Breast Truly Best? Estimating the Effects of Breastfeeding on Long-term Child Health and Wellbeing in the United States Using Sibling Comparisons, *Social Science & Medicine* (2014), doi: 10.1016/j.socscimed.2014.01.027.



## Human milk protein neutralises HIV.....

In October 2013 the **National Academy of Sciences** published research from Duke University about a protein called **Tenascin C** in human breastmilk that neutralizes HIV and in most cases, prevents it from being passed from mother to child. Eventually, they say, the protein could potentially be valuable as an HIV-fighting tool for both infants and adults that are either HIV-positive or at risk of contracting the infection. *Discovered: A Natural Protein in Breast Milk That Fights HIV.*

## US child obesity levels decline.....

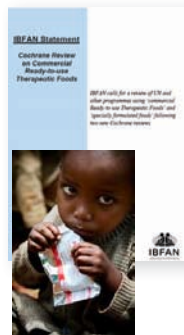
Obesity data from the **US Centre for Disease Control (CDC)** published in the February 26 issue of the *Journal of the American Medical Association*, show a 43% decline in obesity among children aged 2 to 5 years. From nearly 14 percent in 2003-2004 to just over 8 percent in 2011-2012 – based on CDC's National Health and Nutrition Examination Survey (NHANES) data. CDC speculates that this could be due to decreased consumption of sugary drinks and increased breastfeeding rates in the United States.

## Pope Francis blesses breastfeeding.....



There was much media coverage in January about when Pope Francis told the mothers of babies' he was baptising: *'If they are hungry, mothers, feed them—without thinking twice—because they are the most important people here.'*

See: *Lancet Global Health Blog* by Dr Chessa Lutter, Regional Advisor on Food and Nutrition, Pan American Health Organization (PAHO). <http://goo.gl/XtpNal>



## Cochrane Review finds no evidence for Ready-to-Use.....

IBFAN is calling for a review of UN and NGO programmes following the publication of two systematic reviews by the **Cochrane Collaboration** - an international benchmark for evaluating health interventions. Cochrane

could not find evidence that commercial Ready-to-Use Foods and lipid-based supplements were any better than flour porridge made locally from enriched blended food for the treatment of severe and moderate acute malnutrition. Ready-to-Use products are often used in appeals (see above). While they can be convenient their use must be limited and carefully managed. We are calling for robust evidence of efficacy and impact on traditional foods before products are promoted.

● See pgs 17, 31, <http://goo.gl/srvNZ7> and Update 45.

## Portugal, Ireland and Greece.....

New IBFAN groups, in **Greece** and **Portugal** are drawing attention to Code violations. **Jacqueline de Montaigne** prompted Portugal's National Health Board (DGS) to coordinate a national breastfeeding campaign. She says this is not a *'mummy war of breastfeeding vs. formula feeding.. we are not trying to entice mothers to breastfeed but fighting for the right for all mothers to choose how they feed their babies and that this choice be based on accurate scientific evidence, free from commercial influence.'*

**Baby Feeding Law Group Ireland (BFLGI)** is a new alliance of 20 organisations and professional groups who provide services to families and young children and wish to strengthen the Irish law, protect the health of all babies in Ireland and ending harmful marketing practices. **Ethical Sponsorship Ireland's** Facebook page highlights Code violations and raises awareness.

● **Contact:** Claire Allcutt.. [BFLGIreland@gmail.com](mailto:BFLGIreland@gmail.com).

# Research, transparency and conflicts of interest



Is transparency a sufficient safeguard against bias? We have asked the *Lancet* to review the effectiveness of its conflicts of interest policy, given that two lead authors of its series on *Maternal and Child Nutrition*, published in June 2013,<sup>1</sup> declared that they are members of Nestlé's *Creating Shared Value Advisory Committee*. Such advisory roles could, depending on the circumstance, result in exclusion from European Food Safety Authority (EFSA) working groups.

Here is an email correspondence with Janet Voute, Nestlé's Vice President, Global Head of Public Affairs, asking about the financial remuneration made to CSV Committee members. We have since written to Nestlé's CEO to see if he will answer our simple question.

**1**  
**From:** Patti Rundall  
**Sent:** 12 February 2014  
**From:** Janet Voute

*Dear Janet, ... [In previous correspondence] you say that Nestle does not pay a 'salary' [to CSV Global Council members]. However, in the interests of transparency, can you confirm that they do not receive a fee, honorarium or financial or other compensation of any kind from Nestle? Thanks very much... On another point I notice that the list and profiles of the CSV Council members seems to have disappeared from the website. Could you explain this?...Patti*

**2**  
**From:** Janet Voute  
**Sent:** 12 February 2014  
**To:** Patti Rundall

*Dear Patti, As I said before, our CSV Council members do not receive a salary from Nestlé. Also we are presently reviewing the charter for this group. Once this is done, we will make additional information publicly available. I can't unfortunately give you a specific date as to when the information will be published. We are also in the process of preparing the 2013 Nestlé in Society: Creating Shared Value report for release in time for the Annual General Meeting. This explains any temporary changes in the website. Will we have the pleasure of your company again? Do you think you might try to say something positive for once?...Janet*

**3**

**From:** Patti Rundall  
**Sent:** 13 February 2014  
**From:** Janet Voute

*Dear Janet.... Sorry. This maybe a language issue but my understanding of the word 'salary' is quite different from my understanding of the word "fee" "honorarium" or other financial compensation. So if you could clarify your response on this particular point it would be very helpful. Many thanks... Patti*

**4**

**From:** Janet Voute  
**Sent:** 14 February 2014  
**To:** Patti Rundall

*Hi Patti, Our CSV Council members do not receive a salary from Nestlé. One thought for the day...if you wish to create positive change in an industry then you need to work with the industry leader. I am sure that you fundamentally disagree but I thought it was worth a try..... Janet*

The *Lancet* Child Survival series has an important influence on health policies. In 2003 it concluded that breastfeeding topped the list of interventions to prevent under-5 deaths. While the 2013 Series still recognises breastfeeding's importance, there is now much more emphasis on micronutrient-based foods and supplements. 8 of the 10 recommended intervention packages involve products of some kind. The private sector is also called on to generate 'evidence about the positive and negative effects of private sector and market-led approaches to nutrition.'

In November, Richard Horton, the Editor of the *Lancet*, Tweeted the following questions:

*Can anyone out there give me evidence about Nestlé's negative influences in health? Opinions are strong, and that's fine, but I need facts.... the power of big food: a few corporate conglomerates shape the way you live your life. How do we resist?*

Among those who responded was Prof Anthony Costello who asked:

*"Maybe one way to resist big food is not to have members of Nestlé's advisory board directing the *Lancet* Nutrition Series"*

## Nestlé 1000 Days initiative aims to boost formula sales.....

Nestlé held its **Creating Shared Value (CSV)** Global Forum in **Colombia** on Monday 28 October 2013, opened by the President of Colombia and Nestlé Chairman, **Peter Brabeck-Letmathé**, who arrived together.

As luck would have it, **International Nestlé-Free Week** started the same day as the Forum. The week is a time for people who boycott Nestlé over the way it pushes baby milk to do more to promote the boycott - and for those who don't boycott to give it a go. Which meant that Nestlé's twitter feed from the Global Forum became a channel for exposing its marketing malpractice.

The academic **Michael E. Porter** of Harvard Business School (and advisor to UK Labour Party leader, Ed Miliband) summed up CSV in Global Forum soundbite: *'When business can address social issues with a business model we have the magic.'*

By 'magic' he means that if a company finds a way to make a profit from addressing a social issue it will invest to make money. If an initiative requires public money, then the more it grows the more governments have to put into funding it.

One of Nestlé's Directors, **Ann Veneman** spoke on the **1000 Days** concept (she was billed as former UNICEF Director, with no mention that she now works for Nestlé).

Publicly Nestlé says it is supporting health education on the importance of good nutrition in the 1000 Days from conception to two years old. What it tells investors is it has products to sell throughout the period: milks for mothers, formulas and growing up milks.



The slides are from a Nestlé presentation to investors on 30 September 2013. As part of its 1000 Days initiative, Nestlé pushes its formula with 'gentle start' claims in its 'Project Happy', which it boasts has been delivering strong sales growth (see pg 28 for Nestlé formula claims).



These CSV events help Mr Brabeck meet and influence policy makers. President Santos of Colombia announced at the Forum that he would be working on a free-trade agreement to make Colombia a major milk exporter and said he looked forward to working together with Nestlé in this area.

## Action on Nestlé human rights abuses in Colombia.....

The **European Center for Constitutional and Human Rights (ECCHR)** is pursuing Nestlé through the Swiss courts in the case of trade unionist Luciano Romero, murdered by paramilitaries in 2005. On 9 January 2014 it said:

*The murder of another Nestlé-worker and trade unionist in Colombia in November 2013 clearly demonstrates that the position of Nestlé towards its trade unionists has not changed.... This recent murder was again preceded by defamations through the Colombian Nestlé management. Contrary to statements made on the company's website and during conferences, Nestlé has clearly not yet adopted an approach to dealing with its workers and trade unionists, which does not present a danger to their lives.*

Nestlé's human rights white paper (pg 27) includes a case study on Colombia that makes no mention of the above or other cases (see past Updates).

## Mr Brabeck fails to convince as eco-warrior.....

Nestlé's Chairman, Peter Brabeck-Letmathé, likes to present himself as an environmental campaigner these days. It is a strategy to divert attention from the criticisms of many aspects of Nestlé's business under his rule. Yet it does not always go well: the *Guardian* interviewed him in January 2014 and reported,

*While scientists point to the near certainty that human activity is driving up temperatures, Brabeck argues that it is largely down to Earth's natural cycles, and warns against trying to play god by seeking to stop global warming. Instead, he believes society should focus on adaptation.*

A self-serving view when your business is transporting processed food around the planet, competing with breastfeeding and local foods.

Mr Brabeck also went too far in using **FTSE4Good** to dismiss our evidence of unethical baby food marketing practices. FTSE4Good is an ethical investment index and Nestlé was not added until FTSE weakened the rules in 2011. A company does not have to comply with the WHO Code to be added to the index. Nonetheless, the *Guardian* reports:

*Brabeck also defended Nestlé against accusations by Baby Milk Action that it contributes to the unnecessary death and suffering of infants around the world by aggressively marketing baby foods.*

*We are the only infant formula producer which is part of FTSE4Good. We are being checked and controlled by FTSE4Good. They make their audits in different parts of the world and we have to prove that we are complying with the WHO code and up to now we can prove that in everything we are.*

FTSE was not impressed, agreeing that Mr Brabeck's comments are inaccurate. Nestlé has been warned, not for the first time, not to use FTSE4Good's name in this way. But will Mr Brabeck care? After all, nobody knows what he tells government leaders and development organisations in private.

## Nestlé's human rights paper.....

Nestlé's 'human rights white paper' entitled 'Talking the Human Rights Walk' launched in December 2013 claims 'strong implementation of the WHO International Code' as an example of it best practice and that its 'ability to engage in a thorough and constructive discussion with our stakeholders will be an important driver of our success.'

Maude Barlow, founder of the Blue Planet Project and chairperson of the Council of Canadians and Food & Water Watch said,

*The analysis is fundamentally flawed because it is a selective examination of corporate policy rather than corporate practice.*

Baby Milk Action's analysis of the white paper is on our website.

- Nestlé is one of the world's most widely criticised corporations according to the Ethical Consumer Research Association: it receives an Ethiscore rating of 1 on a scale from 0 (worst) to 15 (best) due to the volume of reports of malpractice across its areas of operation.



- Add this logo to your website or blog or order it on stickers and mugs. See:

[www.babymilkaction.org](http://www.babymilkaction.org)

## Look at what Nestlé does not just what it says.....

You always need to look beyond what Nestlé says if you want to see the truth about its business operations – and understand the tactics it uses to divert criticism.

For example, in 2013 Nestlé issued a press release, *Nestlé among top performers in new Access to Nutrition Index (ATNI)*. This is an initiative developed by the Global Alliance for Improved Nutrition (GAIN) - pg 14).

Nestlé scores well for promoting processed foods to the poor through its much criticised 'Popularly Positioned Products' and making statements that may sound good.

However, Nestlé dropped the second part of the ATNI assessment, highlighted below:

*Nestlé is among the top three performers in the ATNI Global Index and it performs well in almost all areas assessed by ATNI with the exception of its marketing practices related to breast-milk substitutes.*

Breastmilk substitutes is the one area where ATNI considers monitoring of what companies are actually doing – not just their statements and management policies, looking to evidence in IBFAN's reports.

### Junk food and skin products.....

Nestlé is trying to lose its image as a purveyor of high sugar, high salt, high fat foods by calling itself a Nutrition, Health, and Wellness company.

In February it announced that it will be expanding its activities to medical skin treatments with the takeover of Galderma.

The deal involves a complicated share buy back by L'Oreal, reducing Nestlé's stake in that company from 29.4% to 23.3%.

Nestlé Chairman, Peter Brabeck-Letmathé is also the Vice-Chairman of L'Oreal.

## Formula labels.....

### What Nestlé says:

*There is no question about breast milk being the best start a baby can have in life. Nestlé firmly believes that breastfeeding is the best way to feed a baby and is strongly committed to its protection and promotion.*

*Nestlé takes very seriously its responsibility to ensure that our marketing practices abide by the World Health Organisation's International Code of Marketing of Breast-milk Substitutes. We have implemented extensive measures to ensure strict compliance with it.*

### What Nestlé does:

Nestlé knows that babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die.

Yet around the world it targets pregnant women, mothers and health workers with labels and promotions with claims such as its formula 'protects' babies, gives them a 'natural start' and so on.

- Download Baby Milk Action's poster from our website with a selection of Nestlé labels from around the world. Below, Nestlé uses a 'Gentle Start' claim in Afghanistan and the Maldives.





### Nestlé and Google join forces – watch out!!.....

*Google Might Have Walked Into A Nestle Boycott Problem With Android KitKat.* So said the influential business magazine Forbes in reporting that the new Google smartphone operating system has been called Android KitKat.



Joy of Tech produced a cartoon highlighting the scary prospect of an 'omnipresent technology company' joining forces with Nestlé (full version online).

Forbes contributor, Tim Worstall, said Google may have overlooked something:

*That's the way in which there has been a long running boycott against all Nestle products. A very minor part of it comes from mineral water: there are those who think that if tap is good enough for them then no one should use the bottled kind. A rather more serious part of it comes from the production of baby formula.*

Forbes linked to our Nestlé-Free Zone as evidence of the ongoing boycott: <http://info.babymilkaction.org/nestlefree>

### H<sub>2</sub>O molecules for women.....

The absurdity of the bottled water market is demonstrated once again as Nestlé launches a bottled water called *Resource*, aimed at "a woman who is a little more on the trendy side and higher-

*income side, and the bull's-eye is 35 years old."* The difference between this 'premium water' and other bottled water? The marketing and the price.

### Nestlé Waters takes to youtube.....

Nestlé took offence at a news feature by Abby Martin on its bottled water business and posted a youtube clip in response – rather than accept an invitation to appear on her show. Abby, in turn responded to Nestlé's comments.



For example, she had cited the Council of Canadians figures that Nestlé pays USD 3.71 for every million litres of water, which it then bottles and sells for as much as USD 2 million.

She acknowledged Nestlé's point that this is not all profit as there is the expense of the plastic bottles, storage, transport etc. And marketing too, to persuade people to buy bottled water (or even 'premium water') rather than drink what comes out of the tap – with or without home filter.

See: <http://youtu.be/cxf9UtlFuY>

### Waters campaigners win in Ontario.....

In October 2013, Wellington Water Watchers, Ecojustice and the Council of Canadians successfully stopped an attempt by Nestlé to have drought restrictions dropped from one of its water taking permits in Wellington County, Ontario, Canada, where Nestlé already pumps and packages 1.13 million litres of groundwater per day.

## Intimidating governments .....

Increasingly, trade agreements - shrouded in secrecy - are being used as a way to undermine national policy-making processes. Leaks and exposés show that U.S. negotiators are pushing American corporate interests. On the cards are new intellectual property rights, limits on financial regulation and new investor rights that could require governments to pay compensation for policies that undermine expected profits. If these agreements go through, companies could have the right to sue Governments for economic harm if health or environmental regulations interfere with profits. Scary stuff.

However there are signs that the things may be changing. In January, in response to public concern, the EU Trade Commissioner, announced a public consultation on a future EU-US trade deal, known as the **Transatlantic Trade and Investment Partnership (TTIP)**. And according to a report in **Public Citizen** about the **Trans-Pacific Partnership (TPP)** US trade negotiators are becoming remarkably isolated: 'A leaked chart detailing countries' positions last month on the most contentious issues shows that the United States stands alone among TPP countries on 1 out of every 4 controversial issues. In each of these contentious areas, all other TPP countries that have taken a position have rejected U.S. demands. If adding issues in which the U.S. position is shared by just one or two of the 11 other negotiating partners, more than 40% of the unresolved issues constitute unpopular demands made by the United States, often at the behest of corporate interests. Such divisions cast doubt on the Obama administration's ability to meet its stated goal of concluding TPP negotiations this year....'

## Impact on baby food marketing .....

The **Kogan Law Group** is a New York City-based firm specializing in 'identifying and addressing emerging regulatory, policy, and trade risks posed to multinational company assets, operations, and supply chains.' Kogan, and the 'non profit' **Institute for Trade, Standards and Sustainable Development (ITSSD)**<sup>1</sup> cleverly use selected parts of trade agreements without recognising that governments have sovereign rights and duties to protect health.



**TRANS-PACIFIC PARTNERSHIP**  
"The Largest corporate power grab you've never heard of"

**12 COUNTRIES AND COUNTING...**

**THE TRANS-PACIFIC PARTNERSHIP IS A TRADE DEAL BEING NEGOTIATED BEHIND CLOSED DOORS THAT WOULD:**

- TRASH THE CLIMATE AND THE ENVIRONMENT**
  - ALLOW FOSSIL FUEL COMPANIES TO SUE GOVERNMENTS, STANDING IN THEIR WAY
  - INCREASE FRACKED GAS AND OTHER FOSSIL FUEL EXPORTS
  - FAST-TRACK AGREEMENT APPROVAL, BYPASSING PUBLIC DEBATE
  - ENABLE FOREIGN COMPANIES TO LEGALLY CHALLENGE DOMESTIC ENVIRONMENTAL REGULATION
- BOOST CORPORATE POWER**
  - DEAL DETAILS ARE BEING KEPT SECRET... EXCEPT FOR
  - 600 BUSINESS REPRESENTATIVES
  - \$3 BILLION CORPORATE HANDOUTS
- TRAMPLE ON HUMAN AND WORKERS' RIGHTS**
  - MEDIA CENSORSHIP
  - WEAKENED GOVERNMENT REGULATION ON FOOD LABELLING
  - LIMIT ACCESS TO MEDICINES
  - UNDERMINE WORKER SAFETY
  - BAN LOCAL POLICIES
  - UNDERMINE WORKERS RIGHTS

**NO CORPORATE GIVEAWAYS**  
**DON'T FAST TRACK THE TPP**  
**STAND UP FOR YOUR RIGHTS**  
**STOP TPP**

**To stop the Trans-Pacific Partnership, we need your help...**  
Like and share this infographic to expose the deal and pressure the negotiating parties to pull out.  
**TAKE ACTION AT 350.ORG/TPP**

**350.org**  

Kogan argues that **Hong Kong's** draft code, that covers all products for children below 36 months, is not only trade restrictive, but will not protect breastfeeding. He proposes following the example of Australia, New Zealand and the UK - restricting the scope! With enough support governments can counter these flawed arguments and bullying tactics and go on to bring in much needed laws, implementing all WHA Resolutions.

<sup>1</sup> <http://goo.gl/0qTBpa>

## New Zealand pushes 'toddler milks'

The **Codex Alimentarius Commission** is a UN (WHO/FAO) body that sets global food standards for the composition, quality, safety and labelling of food products. It is an extremely important body that has relevance for many international campaigns. However, few people know of its existence or understand what it does or how it works. One thing is certain, the food industry never ignores Codex and dominates its meetings - eager to legitimize its processed foods and keep the system as unregulated and voluntary as possible. Now that the **World Trade Organisation** is mandated to refer to Codex Standards in trade disputes, countries may face challenges if they propose legislation that is more restrictive. We have attended Codex meetings since 1995, to ensure that World Health Assembly safeguards are not forgotten.



Above: Dr Chizuru Nishida, WHO, Basil Mathioudakis, European Commission, Dr Janet Albert, Food and Agriculture Organisation and Francesco-Felice Carlucci, European Commission.

There were several important discussions relating to infant and young child feeding this year and IBFAN's position is supported by many developing countries. In July, African nations called for the prohibition of ingredients that may be unfit for human consumption such as cotton seed oil and GM ingredients. The producer nations succeeded in rejecting this call, insisting that 'it was up to each country to decide.'

In November, New Zealand, a major formula exporter, led the call for a new standard for formulas for older babies. The German Secretariat, using German privacy laws, had forbidden recording and, in the report writing stage, New Zealand claimed not to recall WHO saying that a new standard was not necessary.



Left: Louis Vareille, Global Affairs Director of Danone and Robert DiGregorio, Nestlé Nutrition, ISDI at the IBFAN's briefing for Member States.

Right: Christian Aid full page ads and London transport posters. The ads promote a fortified nutrition supplement, saying 'In the next 10 seconds you could save a child's life.'

'March 2014.



## Spotlight on charity fundraising

The UK charity, **Christian Aid** was one of our first long-term funders and is well known for tackling the root causes of poverty. It has few corporate donors and a strict funding policy.

However, like other charities, it is looking for appeals that will be financially successful. Since the sight of a hungry young child soon has people reaching for their purses, its tempting to use messages such as in the advert above. This promotes a fortified nutrition supplement and donors are told that if they donate £3 'In the next 10 seconds you could save a child's life.'

Christian Aid told us that the aim is to follow through with donors, taking them on a journey where the wider context and complexities of land-grabbing, dispossession, mono-cultures, corporate tax breaks etc are explained. Hmmm, maybe. But doesn't the ad set the scene for the very companies responsible for these problems and whose top strategic priority is to change traditional eating patterns? And what message does the general public receive?

Given the complexity of these issues and the lack of evidence of efficacy (see pgs 19, 24) we believe it would be safer if appeals were not based around nutrition products - especially branded ones.



Hello. I'm Verity Croft, Baby Milk Action's new Office Manager.

It's great to have this opportunity to introduce myself and to give you an understanding of what I do and how I can help you support our work. My role is wide-ranging but so far it has centred on reviewing and updating our fundraising merchandise range to ensure it

is: useful to our supporters; up-to-date and hopefully profitable (to ensure our continued independence). Over the coming months we will be launching a number of new campaign logos on our merchandise which will be highlighted on our online shop so keep an eye out and your wallet ready!

Baby Milk Action is blessed to have many committed volunteers and Area Contacts who staff stalls, attend conferences and help deliver our message to a wide audience. I provide the office support they need prior to the events: arranging schedules, merchandise, give-aways and briefings. I am available at the end of the phone (10am-2pm) so give me a call if you have questions or want to become more involved in helping us.

We really value our Members, not just for their much needed financial input, but also for their feedback and support. We are still offering a free 2014 Breastfeeding Calendar as a thank you to anyone who signs up to our £18 annual membership by Bankers Order or PayPal subscription. For details see our website or contact me directly. I'm really looking forward to hearing from you and working with you over the coming year. Verity.

## Infant Formula Explained DVD and iPhone app



**SPECIAL OFFER:** Order now at reduced price and receive your money back when you buy the next edition. We will be updating to reflect the fact goat's milk formula is now allowed. See the reply form for details

**Films included:** 25-min for health workers, 7-min for parents and carers; 10-min with WHO guidance on making up powdered formula. 7 and 10 min on iPhone app

## Spot it - Report it!

These pocket-sized cards are included in our new Monitoring Kit. Carry them with you for a quick reminder of the baby milk marketing rules in the UK. The reverse side explains how to report violations.



Special thanks to Lara Cowpe and Sian Evans (left) for running the Cardiff Half Marathon and raising £400 for our work.

## Diary dates: 2014

**5th April: Baby Milk Action Members AGM – Manchester**

**27 October - 2 November 2014 International Nestlé-Free Week**