



Year Report 2008 - 2009

Baby Milk Action

Council of Directors

Lisa Northover, Co-Chair
Julie Dyball, Co-Chair
Mike Bailey - stood down
Fiona DUBY
Rachel O'Leary
Hugh Simon
Phyll Buchanan
Yvonne Wake
Sarah Saunby

Company Secretary

Lisa Woodburn

Staff

Patti Rundall, Mike Brady,
Sarah Hansen, Paul Bott.

Advisors

Andy Chelley, Dr Emmanuel Diamond, Prof.
G.J. Ebrahim, Chloe Fisher, Peter Greaves,
We would like to express our appreciation to
all our Area Contacts.
Prof. Raymond Hodgson, Sheila Kitzinger, Dr
Tim Lobstein, Gabrielle Palmer, Dr. Peter Poore,
Dr. Andrew Porter, Mary Kenfrew, Magda
Sachs, Dr. Penny Stanway, Dr. Tony Waterston,
A.F. Williams, Dr Pam
Zinkin.
Last, but not least,
Professor David Morley,
who sadly died in July.



Lisa Woodburn and Sarah
Hansen produced the
breastfeeding calendar for
the IBFAN network. This is
a major fundraiser for Baby
Milk Action and provides
a corporate-free alternative
for health centres and
elsewhere.

The following served as area contacts during
the year:

Elaine Heath, Tessa Martyn, Lisa Woodburn.
Area contacts
Aileen Banks, Hannah Bird, Sharon Beward,
Marianne Cowpe, Belinda Cox,
Dh. Dharmavandana, Anne Dowden, Maria
Dowden, Maggie Ellis, Barbara Gleave,
Patricia Hamilton, Caroline Hind, Joanna
Hindley, Jenifer Inman, Vicky Islam, Liz
Lawrence, Steven Lee, Kristie Legg, Sue
Malpass, Adele McGarry-Watson, Julie
McRae, Annette Ogilvie-Forbes, Mary
Paterson, Jan Price, Jane Pusey, Jacqueline
Quick, Catherine Reading, Carl Richards,
Jenny Richardson, Magda Sachs, Sarah
Saunby, Harriet Smith, Sarah Squires, Jane
Tapp, Frankie Taylor, Mary Tones, Liz Urwin,
Bernadette Walker, Janette Westman, Patricia
Wise.

Volunteers

• **the right of infants** everywhere to the
highest level of health,
• **the right of families** to enough
nutritious food,
• **the right of women** to informed choices
about infant feeding,
• **the right of women** to full support for
successful breastfeeding and for sound infant
feeding practices,
• **the right of all people** to health
services which meet basic needs,
• **the right of health workers** and
consumers to health care systems which are
free from commercial pressure,

• **the right of people** to organise in
international solidarity to secure changes
which protect and promote basic health, and
ethical behaviour of the baby food industry.

Finances

Baby Milk Action's work this year has been
funded by grants from CAFOD, GIFA, IBFAN
Africa, INFACT Canada, Network for Social
Change, OXFAM, Save the Children, S.E
Franklin Deceased Charity, SCIAF and the
United Reformed Church.

October 2008 - September 2009

Total expenditure = £ 99,988

1. Projects & campaigns 58%
2. Membership support and (inc. publications and merchandise) 23%
3. Overheads administration 19%

October 2008 - September 2009

Total income = £94,502

1. Grants & project income 41%
2. Membership 21%
3. Publications and merchandise 18%
4. Donations 16%
5. Other income 4%

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Baby Milk Action supports IBFAN's principles:

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Year report 2008 - 2009



The Nestlé Critics

We launched the *Nestlé Critics* website in **October** 2008 at the start of *International Nestlé-Free Week*. This week is a chance for boycotters to do more to inform friends and colleagues about Nestlé malpractice and for non-boycotters to do something, at least for a week. Nestlé attempted to hi-jack the site just days before its launch, a move we rejected. The site is a portal for information from different campaign groups targeting Nestlé malpractice, including: **child slavery** in its cocoa supply chain, **trade union busting** in Colombia, **refusal to negotiate with unions** in the Philippines despite court orders to do so, **harmful impact on water resources**, **harmful trading practices** impacting on coffee farmers, and so on. The *Nestlé Critics* site ensures that the baby milk issue comes to people's attention when they search for information on these other issues - and vice versa. The site allows Baby Milk Action to respond more efficiently when asked about these issues.

In **January** we were invited by Swiss campaigners to *The Other Davos Meeting* which took place at the same time as the **World Economic Forum**. The Swiss group, **Attac Switzerland**, has taken legal action against Nestlé for running a spying operation that included placing an agent inside their organisation to gather sensitive information on trade unionists in Colombia and other campaigners, including our IBFAN partners.

We launched a briefing paper examining the bogus arguments on the baby milk issue that Nestlé has used to persuade the actor **George Clooney** that it is okay to appear in its Nescafé advertisements.

Joint complaint to the UN

In **June** we launched a joint report: *Nestlé UN Global Compact Cover-up - How Nestlé's Shared Value reports cover up malpractice and bring the UN voluntary initiative for corporate responsibility into disrepute*. This documents how Nestlé is responsible for 'egregious violations' of the **UN Global Compact** principles and uses the initiative as part of its Public Relations strategy to divert criticism. We sent the report to the **UN Global Compact Office** with a call for Nestlé to be excluded. The failure of this initiative to stop corporate malpractice can be summed up by this comment from the Office in the course of our on-going communications: "Of course, abuses of the **10 Principles** do occur; however we believe that such abuses only indicate that it is important for the company to remain in the Compact and learn from its mistakes."

Corporations benefit when misleading reports are published on the **Global Compact** website and launched at joint events. They also try to link with the UN in many other ways. For example, **Peter Brabeck**, Chairman of Nestlé, is on the Board of the **World Economic Forum (WEF)**, the Swiss 'not-for-profit' NGO with 1,000 members, most with turnovers of more than \$5bn. WEF is now seeking to influence WHO's health policy-setting process. In the coming period we will be working with the *Nestlé Critics* and others to show that much more care is needed to minimise conflicts of interest and protect the UN system before it is rendered toothless. There is no doubt that whatever the outcome, public action is essential to hold corporations to account.

Cover photo: One of a set of three Baby Milk Action notelets featuring Nestlé adverts that would be commonplace if not for our campaign. This one is from 1929



October

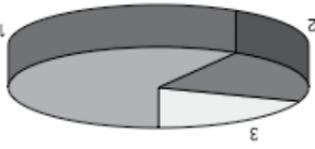
September

2008 - 2009



Charts are based on draft audited figures. Full accounts will be available at the AGM & on request.

Net Loss: £5,486
Reserves: £8,204



Expenditure

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Website: www.babymilkaction.org

Email: info@babymilkaction.org

Tel: (01223) 464420 Fax: (01223) 464417

Cambridge, CB2 1QY.

Baby Milk Action, 34 Trumpington Street,

areas, including staff hours.

in expenditure have had to be made across all

economic downturn has much reduced. Cuts

make up over half of our income, which the

Memberships, merchandise and donations now

thanks to Lisa Woodburn) provide materials,

Manager and volunteers in Cambridge (special

are essential to our effectiveness. Our Office

We are grateful to all our supporters who

United Reformed Church.

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Change, OXFAM, Save the Children, S.E

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Baby Milk Action's work this year has been

ethical behaviour of the baby food industry.

international solidarity to secure changes

which protect and promote basic health, and

feeding practices,

successful breastfeeding and for sound infant

about infant feeding,

nutritious food,

highest level of health,

important for the company to remain in the

to the

2008 BABY MILK ACTION 2009

Raising Awareness

● Members and supporters were essential in raising awareness of the importance of protecting infant and young child health. Area contacts and staff held stalls and workshops at events in the UK including those organised by the Lactation Consultants GB, Baby Friendly Initiative, Breastfeeding Network, and La Leche League GB.

● We coordinate the international boycott of Nestlé, the company responsible for more aggressive baby food promotion than any other. We also monitor other companies such as Danone, the world's second largest baby food manufacturer since its takeover of Nutricia. It also markets products aggressively.

● In **October** we promoted International Nestlé-Free Week. We launched the Nestlé Critics website with links to information on all aspects of Nestlé's unethical business practices.

● We made a joint complaint about Nestlé to the UN Global Compact Office. Its refusal to

take any action demonstrates the need to reform or replace this system (see right and overleaf).

● We were invited by the Swiss group ATTAC to speak in Zurich in **January** at the Other Davos meeting. (see overleaf).

● ATTAC joined us at Nestlé's AGM in **April** in Lausanne, where we questioned the Nestlé Board about ongoing marketing violations. Our supporters turned out once again for the annual demonstration at Nestlé (UK) HQ in Croydon in **May** and listened to the alternative Chairman's speech.

● Patti Rundall, our Policy Director, was invited for a speaking tour of California in **June**, starting with the California Childhood Obesity Conference in Los Angeles. The trip was sponsored by the welfare scheme, Women Infants and Children, the Prevention Institute and other US groups. With Campaign Coordinator, Mike Brady's blogs, this trip helped revive interest in the Boycott in the USA.

BABY MILK ACTION

30 YEARS

IBFAN
Protecting infant health

Baby Milk Action aims to save infant lives and to end the avoidable suffering caused by inappropriate infant feeding.

We work within the global network, IBFAN, to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry worldwide, using the International Code of Marketing of Breastmilk Substitutes and subsequent, relevant Resolutions of the World Health Assembly as a baseline. Good breastfeeding practices top the list of interventions to reduce under-5 mortality and could save more lives than other key preventive measures such as immunisation, safe water and sanitation.



Above: We challenged misleading claims for synthetic ingredients in formulas, such as this Mead Johnson claim about DHA and eyesight.

Press twisted my words, says academic in breast-milk row

Mothers who do not breastfeed thought they had a new ally. But he was misinterpreted, he says.

Prof. Michael Kramer, a leading expert on breastfeeding, has been accused of misleading the media. In an interview with the BBC, he said: "I was quoted as saying that breastfeeding was the best way to feed a baby. That's not what I said. I said that breastfeeding was the best way to feed a baby in the absence of a mother's milk."

Above: In August we helped Prof. Michael Kramer correct misleading media reports.

INFANT FEEDING AND OBESITY

Scientific evidence indicates that breastfeeding provides an ideal window of opportunity for obesity prevention and may help in the development of taste receptors and appetite control.

UPDATE

Above: our Infant Feeding and Obesity poster, our briefing, Tackling Obesity, How Companies use Education to Build Trust, Update 41; the new edition of the Politics of Breastfeeding by Gabrielle Palmer and Nestlé's UN Global Compact cover up report.

The Politics of Breastfeeding

WHEN BREASTS ARE BAD FOR BUSINESS

Inspirational, a real eye-opener

Nestlé's UN Global Compact cover up

Above: the 2010 IBFAN Calendar.

2010

Breastfeeding Calendar

Above: our Infant Feeding and Obesity poster, our briefing, Tackling Obesity, How Companies use Education to Build Trust, Update 41; the new edition of the Politics of Breastfeeding by Gabrielle Palmer and Nestlé's UN Global Compact cover up report.

2010

Breastfeeding Calendar

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www.babymilkaction.org
www.babyfeedinglawgroup.org.uk
www.breastfeedingmanifesto.org.uk
www.nestlecritics.org

Code Advocacy

● Baby Milk Action tries to ensure that breastfeeding and the *International Code* are safeguarded in UK, EU and United Nations policy setting. For example:

● Our Baby Feeding Law Group (BFLG) work led to Food Standards Agency (FSA) and the Department of Health setting up an Independent Review Panel (IRP) to examine the effectiveness of the *Infant Formula and Follow-on Formula Regulations*. We submitted reports documenting company marketing practices (see below left) and are campaigning for a strong response. We raised questions about the IRP, health claims and FSA independence at the FSA Board meetings in **February** and **July**.

● We highlighted the importance of breastfeeding and independent monitoring, and the risks of public-private partnerships and industry sponsorship of education at the European Commission's Platform for Action on Diet, Physical Activity and Health and High Level Group meetings with EU Member States. We have called for the Platform, which aims to halt the obesity epidemic by involving all the major food industries and NGOs, to be evaluated.

● The European Ombudsman did not uphold our complaint that the EU Commission failed to protect public health in its handling of the EU Directive. The Commission's failure to recognise the universality of the Code, led to weak formula laws

across Europe. We are calling for the Framework Directive which governs the legal process to be replaced by a more transparent and accountable procedure.

● On behalf of the BFLG we have called on the European Food Safety Authority and the EU Commission not to permit health and nutrition claims on baby milks and foods (see left).

● Following 10 years of our input to the UN's Codex Alimentarius Commission, the global food standards on baby foods now refer to the *International Code*. Sponsored by INFAC Canada, we attended the Codex meeting in Cape Town, South Africa in **November**, as new work began on baby foods.

● Our calls for Danone to be removed from the Board of the Global Alliance for Improved Nutrition (GAIN) succeeded.

● We have helped strengthen WHO's *Recommendations on Marketing of Foods and non-alcoholic Beverages to Children*.

● We represented Save the Children at the World Health Assembly in **May**, supporting IBFAN's call for breastfeeding as a progress indicator for the Millennium Development Goals.

● We attended Party Conferences in **September** and took part in consultations including *Start for Life*, the *Impact of the Commercial World on Children* and the *Marmot Review of Health Inequalities*.

Networking

● We are the Secretariat of the UK Baby Feeding Law Group which includes the Royal Colleges of Midwives, Nursing and Paediatrics, the Community Practitioners, the Health Visitors' Association and UNISON. We are also on the Steering Group of the Breastfeeding Manifesto Coalition leading on one of its seven objectives, Code advocacy and implementation.

● We are a Trustee and

member of NGO networks such as Sustain (The Children's Food Bill), the UK Consortium on AIDS, the CASE Privatisation Group, CORE, the Trade Justice Movement and the UK Food Group.

● Sponsored by IBFAN, we attended the World Alliance for Breastfeeding Action (WABA) meeting in Malaysia in **October**. Patti Rundall is now WABA's Advocacy Task Force Coordinator).

Publishing and Marketing

● Members are extremely important as multipliers and over half of our income comes from membership, donations and merchandise sales.

● In **November** we sent our supporters in the UK and 86 countries copies of *Update*

newsletter (see centre left).

● The website and Campaigns Coordinator's blog continued to be regularly updated and are a source of free information. Our main website received about 550,000 visitors in the course of the year.

IBFAN

www.onemillioncampaign.org



● We are the UK member of IBFAN (the International Baby Food Action Network) which has more than 200 groups in over 100 countries. We are responsible for company campaigns and Code advocacy in Europe.

● In **February** and **May** we promoted the ONE MILLION CAMPAIGN organised by the IBFAN's Breastfeeding Promotion Network of India (BPNII). In **August** Patti

Rundall was a speaker in the BPNI Conference on Nutrition and Sustainability in Delhi

● We attended IBFAN's Coordinating Council meeting in Egypt in **November** and during 2009 promoted the *World Breastfeeding Week* theme: *Breastfeeding A Vital Emergency Response*.

● We supported our partners efforts to strengthen legislation in countries such as the Philippines and South Africa.

Monitoring and Reporting

● We produce the Campaign for Ethical Marketing action sheets, exposing marketing malpractice around the world by all baby feeding companies and helping supporters write letters to company executives.

● In **July** we contacted Nestlé about its new global strategy of promoting formula with the claim that it 'protects' babies - it doesn't, they are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die.

Our public campaign prompted Nestlé to issue a response -but this defends the practice. More pressure is needed

● Monitoring in the UK continued to be a major focus. We produced several reports for the Baby Feeding Law Group on the strategies used by formula companies in the UK.

UK formula marketing practices
March 2009

HARD SELL FORMULA
Strategies used by the UK formula industry

PROTECT START!
BIOLOGICAL EFFECT

Above: UK formula marketing practices March 2009

