
From: Mel Sar?
Sent: Friday, 31 August 2018 9:50 p.m.
To: Registrar
Subject: Infant Formula

Hello

I hope this gets to the right people regarding the commerce commission proposing to extend restrictions on the marketing of infant formula. I saw this on facebook and thought in todays age are we really still battling on what is "best" to feed our children. The Infant Nutrition Council may think they are doing the best for New Zealands children and trying to protect our young but they need to wake up and have to realise some people might not get a choice to feed their kids the "best" milk, I am one of those. In my mind the whole time being pregnant I wanted to breastfed as that is shat is pushed/forced on you (bit brainwashed culture) but come the day I got my wonderful gift it was put on me that because of my health condition (Pcos) I struggled to fed my baby. In the hospital every nurse and referrals neally came in to try and teach me how to breastfed, it wasnt because I couldnt breastfed it was because of my health I didnt have milk supply. It got to the point my childs blood sugar was that low we had to take action and let what we thought everyone would look down on us for offering formula. I managed to get my milk supply but it still wasnt enough and we had to top up with formula milk. Now you are saying this council want to restrict advertising up to 12months its stupid, us parents that struggle need just as much information about the products and what is out there seem we cant offer our kids the "best" in the councils eyes.

My child is 20 months and you wouldnt be able to tell to his friends who was feed what for the first year. Please consider what you are agreeing to and what families you are actually not helping by extending this and still trying to make formula look bad and make us parents that actually have to give it feel bad.

Kind regards
Mel Sare