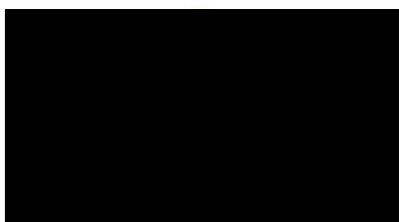


We note that the INC Code aligns with the New Zealand Government's view that breast milk substitutes extend to formulas provided to infants up to the age of 12 months. Beyond this age, the infant is increasingly consuming family foods including the drinks for young children that are important to contribute to ongoing child development. For this reason while we support authorisation that covers advertising and marketing for infants up to 12 months, we would not be supportive of any extension to that age threshold because of potential deleterious growth and development impacts amongst other reasons.

We would support a lengthy authorisation period (up to 10 years) that reflects and acknowledges that this approach is a sustained and signal element in the Government's ongoing support to the health and wellbeing of infants in New Zealand and our standing in the international community.

Ngā mihi nui



Raewyn Bleakley
Chief Executive