
From: enquiries.birthwise@gmail.com
<enquiries@birthwise.org.nz>
Sent: Thursday, 13 September 2018 12:24 p.m.
To: Registrar
Subject: Infant Formula

Hi,

We would like to make a submission in support of the Infant Nutrition Council's application to the Commerce Commission to authorise a proposed arrangement between its members to restrict the marketing of formula products for infants aged up to 12 months.

Birth Wise is an organisation that supports whānau to make informed choices about pregnancy, birth and parenting, ensuring the best start in life for our tamariki. Breastfeeding is an important part of the best start in life for our tamariki and we are in favour of extending current restrictions on the marketing of infant formula products suitable from birth to 6 months to include follow-on formula products suitable for 6–12 months.

Key benefits arising from the extended restriction will include protection of breastfeeding throughout the first year of an infant's life and contributing to a supportive environment that regards breastfeeding as the societal norm. Additionally, this restriction will stop infant formula companies from using sophisticated marketing techniques that can undermine a woman's confidence to breastfeed her baby and would demonstrate the formula industry's commitment to supporting the government's public health goals of promoting, protecting and supporting breastfeeding.

Kind regards,

Birth Wise (Wellington) Inc