
From: Kass Ozturk
Sent: Thursday, 13 September 2018 10:35 a.m.
To: Registrar
Cc: kass.jane@vuw.ac.nz
Subject: Infant Formula

Hi,

I 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. As a researcher in the breastfeeding field and an educator, I believe it is a great idea to extend 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 authorisation 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.

The WHO have recently strengthened their position on the International Code of Marketing of Breast-milk Substitutes. The Ten Steps to Successful Breastfeeding have recently been revised and the revision explicitly incorporates full compliance with the Code as a step. The extension of the restriction on the marketing of infant formula products to include follow-on formulas is a positive step in itself to support the revision of the Ten Steps.

Kind regards,

Kass Jane