

# Nestlé exposed

BABY MILK  
ACTION



## Holding corporations accountable

Public meeting 23 October 2004

13:00 to 17:30



Hey mums, Nestlé Blue Bear and the Baby-Care Friends are in town.

If you're concerned about what, when and how to feed your little one, come along to an event in your area.

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**Nestlé is still the worst of the baby food companies**

Every 30 seconds a baby dies because it was not breastfed. Where water is unsafe an artificially-fed child is up to 25 times more likely to die as a result of diarrhoea than a breastfed child. Even in the best of conditions bottle-fed infants are at greater risk of short and long-term illness. That's why there is a marketing code baby food companies should abide by so breastfeeding isn't undermined and formulas can be used safely if needed. Nestlé breaks the code more than any other company. For example, the code prohibits companies from contacting mothers, but Nestlé targets them in supermarkets as in this example from South Africa.

Teviot Row House  
Bristo Square, Edinburgh

### Programme

- 12:30 Arrival and exhibition
- 13:00 The baby milk campaign
- 14:00 Other concerns about Nestlé (overview of working groups)
- 15:00 Break (there is a café in the venue)
- 15:30 Workshops (see below)
- 16:30 Report back from workshops - ideas for action.
- 17:30 Close

### Workshops

**Promoting the Nestlé boycott:** Mike Brady, Campaigns Coordinator, Baby Milk Action, and a representative of the Tap Water Awards, the corporate-free alternative to the Nestlé Perrier Awards during the Edinburgh Fringe.

**Protecting the Right to Water:** Franklin Fredrick, Brazilian Citizens Movement for Water, and Kirstie Shirra, Head of Scottish Campaigns, World Development Movement Scotland. WDM is campaigning on water.

**The Simultaneous Policy campaign:** Josie Sawers, Simpol-UK, on the Simultaneous Policy, being developed by people around the world to address global problems, and the strategy to compel our leaders to implement it.

**Suppliers and workers:** Oxfam on its coffee campaign and the Columbia Solidarity Campaign on Nestlé's abuse of trade unionists.

### CAMPAIGN



**AGAINST  
NESTLÉ**

Further information: 01223 464420

[www.babymilkaction.org](http://www.babymilkaction.org)