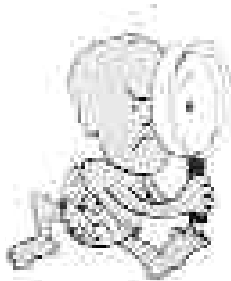


10 facts

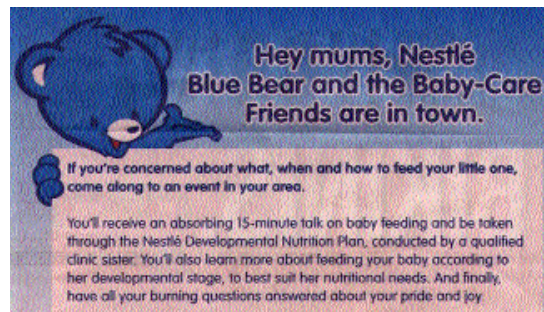
Nestlé does not want you to know about its baby food business



New Improved Pelargon, an acidified formula, in prepared feeds and micro...
Diarrhoea and its side-effects are counteracted....

A Nestlé leaflet in Botswana claimed with Pelargon formula 'diarrhoea and its side-effects are counteracted'.

This undermines breastfeeding and is misleading. Formula-fed infants are more likely to die as a result of diarrhoea than breastfed infants.



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

Nestlé advertisement for promotions in supermarkets in South Africa. Seeking direct and indirect contact with mothers is explicitly prohibited by international marketing standards.

Call on Nestlé management to stop putting profits before infant health

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Here are 10 facts Nestlé executives do not want you to know about the company's baby food marketing activities. You can help call them to account.

1. Nestlé violates the *International Code of Marketing of Breastmilk Substitutes* more than any other company. The Code and other Resolutions were adopted by the World Health Assembly to ensure that mothers are not discouraged from breastfeeding and to ensure breastmilk substitutes are used safely if they are needed. UNICEF says: "*Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year.*" (*State of the World's Children 2001*).
2. The International Baby Food Action Network (IBFAN) launched its *Breaking the Rules* monitoring report with documented examples of violations from 69 countries in May 2004. The report contains many examples of Nestlé's aggressive promotion of formula and inappropriate marketing of baby foods.
3. According to then Minister of Health, Timothy Stamps, when Zimbabwe was introducing its law on the marketing of baby foods, Nestlé threatened to close down its factory if this went ahead.
4. Nestlé is not allowed to make direct or indirect contact with mothers, but in many countries targets them overtly. For example, in South Africa it has advertised visits of its '*Baby-Care Friends*' providing information on '*what, when and how to feed your little one*'. Nestlé attempts to argue these events are not covered by the Code, but UNICEF's Legal Officer has said '*The prohibition is absolute*'.
5. Nestlé has been successfully prosecuted for breaking national laws. For example, in Costa Rica it was fined after repeatedly ignoring calls from the authorities to change its labels.
6. A former employee in Pakistan, Syed Aamar Raza, has exposed corrupt practices, including bribing of doctors, implicating staff at the highest level of the company. Aamar says he was threatened when he raised this with managers. He remains in hiding and hasn't seen his wife or two young children for over five years. Nestlé paid Emerging Market Economics (EME) to conduct a so-called 'external audit' but banned the auditors from contacting Aamar or health groups. They could only interview doctors from a list provided by Nestlé.
7. In November 2000 the European Parliament invited Nestlé to attend a Public Hearing to defend its record, but Nestlé refused, objecting to the presence of expert witnesses from UNICEF and IBFAN. EME attended, but could not respond when UNICEF commented that Nestlé Instructions, used for audits, are weaker than the Code and Resolutions.
8. Nestlé (UK) leads the company's public relations offensive on the baby milk issue. But it fails to convince, losing public debates with Baby Milk Action. Nestlé was voted the world's '*least responsible company*' in a global vote coinciding with the World Economic Forum in January 2005.
9. In May 1999 a ruling was published against Nestlé by the UK Advertising Standards Authority (ASA). Nestlé claimed in an anti-boycott advertisement that it markets infant formula "*ethically and responsibly*". The ASA found that Nestlé could not support this nor other claims in the face of evidence provided by Baby Milk Action.
10. Nestlé is the target of a boycott in 20 countries because of its unethical and irresponsible marketing of baby foods.

Nestlé makes a profit while others count the cost.