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BABY MILK
ACTION

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DHA
the better way to healthy
and sharper eyes
Unique

Maxi-Q
Smart Nutrition

Kids are getting so clever

BusinessNews
Market slump

That's why new advanced DUMEX 1 Plus has Maxi-Q, the precision nutrition to support brain development. It contains the right balance of nutrients including protein, iron, iodine, taurine and DHA & A to help in your child's mental development. The right nutrition in the right amounts, you will go. DUMEX 1 Plus is specially formulated for reference to US FDA. DUMEX 1 Plus is specially formulated in chocolate.

Most trusted by mothers* for babies aged 6 months onwards

The Smart Formula For Smart Babies

Give your baby the best. Similac Advance Follow On formula is specially formulated with a PRO-CALCI Formulation of 100% vegetable fat blend (no Palm-Olefin Oil) that provides 53% more calcium absorption and renders stools soft. In addition, Similac Advance is fortified with important nutrients naturally present in breastmilk that are clinically proven to be essential for enhancing mental and physical development. No wonder independent research shows Similac Advance is most trusted by mothers for babies aged 6 months onwards.

Smart mothers trust the best. Similac Advance is fortified with:

- DHA & AA from Omega 3 & 6 - essential for mental and visual development
- Taurine - supports critical Brain Growth Spurt
- Nucleotides - for stronger resistance
- Iron - enhances mental and physical development

Available at all leading supermarkets. For more information, please contact our nurse advisors at 6278 6220.

A clinical study published in the journal Pediatrics in 1998 showed:

Product	Mental Development Index
Similac Advance	105
Mother's Milk	108

Babies on Similac Advance scored a Mental Developmental Index of 105, closest to Mother's Milk.

ABBOTT
The Leader in Pediatric Nutrition
Abbott Laboratories (S) Pte Ltd
1 Maritime Square #12-01 World Trade Centre Singapore 09953
Tel: 6278 6220 Website: www.abbot.com.sg

careline
08457 623 628

LCPs AT WORK

IMPORTANT NOTICE

Please complete all sections for sample endorsement. *Limited to one per household. **For 1st time users only.

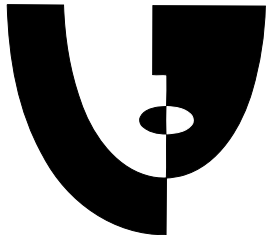
Send in this coupon for your FREE 100g trial tin of Similac Advance Follow-On.

Mother's Name (as in NRIC): _____ Mother's Occupation: _____
 NRIC: _____ Tel: _____ (O) _____ (R) _____
 Name of Child: _____ Birth Date: _____ Current Milk Brand: _____
 Address: _____ Postal Code: _____
 Email: _____

WHA Resolution tackles health claims, sponsorship and labels

Sales fall as laws take effect

Botswana latest to legislate



Update

Office news

Breast is best

A breastfed child is less likely to suffer from gastro-enteritis, respiratory and ear infections, diabetes, allergies and other illnesses. In areas with unsafe water a bottle-fed child is up to 25 times more likely to die as a result of diarrhoea. Reversing the decline in breastfeeding could save 1.5 million lives around the world every year. Breastfeeding helps fulfill the Millennium Development Goals and has the potential to reduce under-5 mortality by 13%. A further 6% of deaths could be saved through appropriate complementary feeding.

Baby Milk Action

34 Trumpington St,
Cambridge CB2 1QY
Tel: (01223) 464420
Fax: (01223) 464417
info@babymilkaction.org
www.babymilkaction.org

Baby Milk Action is funded by membership (£15 waged, £7 unwaged, £20 family, £30 organisations), donations and merchandise sales. We receive grants from The Dorfed Charitable Trust, The Eleanor Rathbone Charitable Trust, The Funding Network, The Gibbs Charitable Trust, The Methodist Relief & Development Fund, The Network for Social Change, Oxfam, The Polden-Puckham Charitable Foundation, The Rowan Charitable Trust, Save the Children, SCIAF & UNISON's General Political Fund.

Update 36 was written by Mike Brady and Patti Rundall.

Cover: Health and nutrition claims used to promote breastmilk substitutes all over the world. For more information see the Reply Form for ICDC Focus: *Outrageous Claims*.

New office Please note our new address and many thanks to everyone who helped either physically or financially with our office move in December. The move was necessitated by the re-development of the site of our old office into a shopping centre. Special thanks go to **Lisa Woodburn** who has worked non-stop painting, decorating and re-organising this ancient, but charming, 17th Century home for our 25 years of archives.



AGM Thanks to members who attended our AGM in Cambridge on 2nd April. We welcome **Julie Dyball** and **Lisa Northover** who were elected to the Board of Directors. **Dr. Diamond Emmanuel** was a very welcome guest speaker who related his first-hand experience of the dangers of artificial feeding in Pakistan and the tactics used by baby food companies. Dr.

Diamond was a witness to threats made by Nestlé executives against whistleblower **Syed Amar Raza**, after Amar issued a Legal Notice against the company. Amar decided to speak out about bribery of doctors and other aggressive marketing practices after a 4-month-old child died as a result of not being breastfed while he was visiting Dr. Diamond's hospital. Amar remains in exile and has not seen his wife or children for over 5 years. See www.supportaamarraza.org

Thanks to Newstead Wood school!

Yet more thanks to everyone at Newstead Wood School for Girls in Orpington, Kent for their spectacular donation of **£1,148**. The school hosted a debate between Nestlé and Baby Milk Action in May 2004. After hearing both sides, they adopted our campaign and ran a week of special events such as, cake sales, lunchtime music, fame academy and early morning breakfast bar.

Do you have a great health visitor? Why not nominate her for the Julie Crawford Award, 2005?

We are seeking nominations for the third Julie Crawford Award for Breastfeeding Support. Julie was a health visitor and a Director of Baby Milk Action who died in November 2001. The award was set by the **Baby Feeding Law Group** to honor health visitors who make a significant contribution to the protection of breastfeeding, facilitating universal access to support that is free from commercial influence. For criteria and how to nominate see: www.babyfeedinglawgroup.org.uk



Julie Crawford

Deadline September 14th.

Anstey We were very sad to hear of the death in February of long-term Baby Milk Action and La Leche League member, Anstey, who volunteered in the office for several years. We send our love to Colin and their children.

Baby Milk Action

is a non-profit organisation which aims to save infant lives and to end the avoidable suffering caused by inappropriate infant feeding. We work within a global network (IBFAN) to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry. IBFAN has over 200 groups more than 100 countries.



Baby Milk Action is the Secretariat of the Baby Feeding Law Group which is working to bring UK legislation into line with UN Resolutions. BFLG members include consumer and mother-support groups and professional bodies such as the Community Practitioners and Health Visitors' Association, the Royal College of Midwives, the Royal College of Nursing and the Royal College of Paediatrics and Child Health and UNICEF's Baby Friendly Initiative.



International Code

We work for controls implementing the *International Code of Marketing of Breast-milk Substitutes*. This was adopted in 1981 by the World Health Assembly, the policy setting body of the World Health Organisation (WHO). The *International Code* bans all promotion of breastmilk substitutes and was adopted as a "minimum requirement" to be implemented by member states "in its entirety". Subsequent Resolutions have been adopted by the Assembly to address questions of interpretation and changes in marketing practices and scientific knowledge.



International news

New World Health Assembly Resolution adopted

On 25 May 2005, the 58th World Health Assembly adopted another important Resolution on infant and young child nutrition, highlighting the risks of intrinsic contamination of powdered infant formula, inappropriate sponsorship and health claims.

The 11th Resolution since the landmark 1981 *International Code of Marketing of Breastmilk Substitutes* had been the subject of controversy and debate for over 17 months. When it was finally adopted in May it brought a degree of justice to the world's youngest citizens, ensuring the rights of their parents to accurate information about the risks of using powdered formulas. (See Box 1)

Many of the 50 delegates who took the floor in the debate made impassioned pleas that the Assembly should not put commercial interests before the health of children. They called for a tough stand against health and nutrition claims and inappropriate sponsorship and for warnings on labels. (See Box 2)

The European Commission, the USA and other countries with strong dairy industries, pressured for compromises. Because of this the final text contains some clauses which could be exploited by the baby food industry. The task now is to ensure implementation of the Resolution

at national level in a way that will protect infant health.

Baby Milk Action joined IBFAN's team, which provided technical briefings to delegates on their request.

Box 2
Intrinsic contamination: Contamination by *Enterobacter sakazakii* and other pathogens which occurs during the manufacturing process.
Inappropriate sponsorship: Funding by the baby feeding and related industries.
Health and nutrition claims: statements implying a health advantage.

HIV and infant feeding

The intrinsic contamination of powdered infant formula used for replacement feeding of babies of HIV-infected mothers was a key issue at the Assembly. African delegates expressed concern about the situation that HIV-infected mothers face. Many believed that Africa was being used as a dumping ground for contaminated and out-of-date products. Speaking on behalf of the Africa Region, the delegate from **Madagascar** said:

Box 1 WHA Resolution 58.32 calls for

Member States to take action in four key areas in the context of the continued protection, promotion and support for breastfeeding outlined in the *Global Strategy on Infant and Young Child Feeding* and;

- to ensure that nutrition and health claims are not permitted for breastmilk substitutes, except where specifically provided for in national legislation;
 - to ensure that financial support and other incentives for programmes and health professionals do not create conflicts of interests;
 - to ensure that research contains declarations of conflicts of interest and is subject to independent peer review;
 - to alert parents and health workers that powdered formulas may contain pathogenic microorganisms and, where applicable, that this information is conveyed through an explicit warning on packaging.
- The Codex Alimentarius Commission (which sets global food standards, see page 8) is requested to reflect WHO policy in its global standard setting, specifically the *International Code* and its subsequent, relevant resolutions.

IBFAN in Mexico awarded at WHA



Ms Elena Salgado presents the 2005 Sasakawa Health Prize to IBFAN's Dr Marcos Arana, Director of the Centre for Training & Education in Ecology and Health for Peasants in Mexico. The prize was given for the Centre's work in establishing health services for the indigenous communities of Chiapas, the encouragement and support of breastfeeding being an integral part of this.

"For most mothers, who for one reason or another, including for HIV reasons, choose to use formulas, their only source of product information is via labels. It is therefore imperative that they are made aware of the deadly risks arising from intrinsic contamination of powdered infant formulas by the highly virulent pathogen *Enterobacter sakazakii*. We now understand that these products are a real danger...that these risks are higher for infants of low-birth weight, premature or immuno-compromised, as many in our region would be."

● Meanwhile two important pieces of research have been published. The **Zimbabwean** Zvitambo study, funded by the Canadian International Development Agency and USAID, followed more than 2,000 infants from birth to two years.¹ The babies receiving mixed feeding were three times more likely to become HIV infected than those fed nothing but breastmilk in the early months. The study concluded that exclusive breastfeeding may substantially reduce breastfeeding-associated HIV transmission. A study of 9,424 infants and their mothers

in **Ghana, India** and **Peru** drew similar conclusions about predominant breastfeeding.²

A study in **Durban** of feeding bottles used by mothers given free Nestlé Pelargon (an acidified milk that Nestlé claims reduces contamination risk) found two thirds of the bottles were contaminated with faecal bacteria. The women were better educated and wealthier than the majority of the population. Most had some secondary education and refrigerators. Despite the free formula, overdilution of feeds was still a problem.³

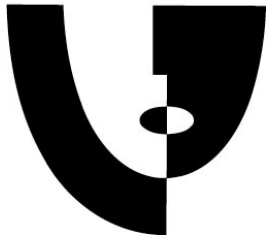
Risky formula trial

We are alarmed by the suggestion of researchers at Bath University that NGOs working in Africa should trial its new infant formula with HIV-infected mothers. Please contact us if you are approached.

1 Iliff et al. *Early exclusive breastfeeding reduces the risk of postnatal HIV1 transmission and increases HIV-free survival.* AIDS 2005, 19:699-708

2 Bahl et al. *Infant feeding patterns and risks of death and hospitalization in the first half of infancy: multi-centre cohort study.* WHO Bulletin, June 2005.

3 [ftp://ftp.hst.org.za/pubs/pmtct/infant_milk.pdf](http://ftp.hst.org.za/pubs/pmtct/infant_milk.pdf)



The final phase: for better or worse?

The lobby to bring the European Directive and UK legislation into line with the International Code and Resolutions is reaching a crucial point. Meanwhile, monitoring by the Baby Feeding Law Group and by Trading Standards Officers demonstrates ongoing illegal promotion in the UK and the failure of some authorities to act.

In its White Paper, *Choosing Health, Making Healthier Choices Easier*, the UK Government makes a clear commitment to improve UK legislation on infant feeding. The Baby Feeding Law Group (BFLG) has met with the Department of Health (DH) and the Food Standards Agency (FSA) to see what changes can be made now to strengthen the European Union Directive (the Directive).

The UK is currently President of the European Union. The UK Food Standards Agency (FSA) represents the UK at the Expert Meetings in Brussels. The FSA report from March indicates that the UK led the call for a strengthening of the Directive, raising many of IBFAN's recommendations. Several other EU Member States are calling for improvements as are the leading European NGOs and professional bodies concerned with health. Their submissions are on the Commission website (see below). The next Expert Meeting is in September.

In 2000, EU Heads of State agreed to make the EU "the most competitive and dynamic knowledge-driven economy by 2010." Will the Commission put the interests of the baby food industry above infant health in pursuit of this goal?

Follow-on milk adverts must go!

IBFAN and BFLG are calling for a complete ban on follow-on milk promotion because it undermines breastfeeding and infant health. An NCT survey found that 36% of 7,729 respondents believed they had seen infant formula advertising in the media - even though the product was likely

So much for independence

Health workers have been outraged by the series of full-page **Milupa** advertisements in the **Independent** newspaper which started during *National Breastfeeding Week* in May. The *Independent* was advised by its lawyers that if Milupa added the word 'Forward' to its logo the ads would probably be legal and there would be no grounds to stop them. The advertorial (11.06.05) was especially disturbing. It pretended to support breastfeeding, but referred to mothers being 'blistered to buggery' while doing it. The advert on 10th May boasted the supposed health benefits of the Long-Chain Fatty Acids (LCPUFAs) added to Milupa formulas. The Cochrane Library's review of the evidence states: "No long-term benefits were demonstrated for infants receiving formula supplemented with LCPUFA."¹ (see Trading Standards story below)



to be follow-on milk. Another NCT survey showed that some breastfeeding women changed from breastfeeding to infant or follow-on formula milk because they had been convinced their baby needed more iron.²

Nestlé video

Nestlé is promoting a new video on breastfeeding targeted at teenagers. Midwife advisor, Chris Sidgwick, is helping Nestlé, and admits that part of its purpose is to encourage midwives to question support for the boycott. The video flouts UK regulations, defies WHA Resolutions on conflict of interest and could undermine breastfeeding. Like many industry materials it appears to be supportive of breastfeeding, but then focuses on negative experiences, giving no advice on overcoming problems, nor information about the risks of artificial feeding.

● *Breastfeeding for longer - what works?* Key findings from systematic reviews of interventions on breastfeeding: See www.babyfeedinglawgroup.org.uk to register aggressive marketing and to report it to the authorities and information on how you can help with the European Directive campaign. Background papers and NGO comments are also on the Commission website: http://europa.eu.int/comm/food/consultations/index_en.htm

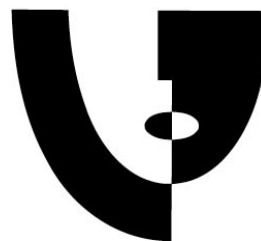
Advertising grey zone

Most advertising of breastmilk substitutes in the media exploits grey areas of the law and companies assume authorities will not be prepared to act.

Following on from the many complaints about the **Milupa** adverts in the **Independent** (see above) **Gloucestershire Trading Standards** has agreed to investigate the 10 May ad which they class as an infringement of the Regulations. They have also agreed to examine Milupa's and other websites for infringements.

Meanwhile, a report of a survey by Food Standards Enforcement Officers from the **Greater Gwent Food Group** recommends a revision of the Trading Standards (TS) guidance to the UK Regulations. They say that the lack of clarity in the current guidelines hinders the effectiveness of the enforcing bodies, to the detriment of mothers and infants. If new Guidance is not forthcoming the Group will pursue amendments

to the Regulations. Our complaints to **Ofcom**, the **Advertising Standards Authority** (ASA) and **Trading Standards Authority** (ASA) and **Trading Standards** about **Farley's** formula TV ads on the **Discovery Health Channel** were rejected. The ads, which ran in September 2004, showed a mother and baby, a packshot and the word 'safeguard', while the voiceover said: "Safeguard. *Baby Talk* in association with Farley's. Closer by nature. www.farleyscloserbynature.com". This is a website which promotes the entire Farley's range. Ofcom's pretext for inaction was that the pack-shot was not for infant formula. ASA's excuse was that it was 'sponsorship' which they don't deal with. Most people who contacted us thought the ad was for infant formula. We are considering a judicial review of Ofcom and **Lynne Jones MP** has asked questions about the ASA in Parliament.



Where legislation is working

Botswana adopts one of Africa's strongest laws

Good breastfeeding practices top the list of interventions to reduce under-5 mortality. It would save more lives than other key preventive measures such as immunisation, safe water and sanitation.¹ As policy makers struggle to fulfill the Millennium Development Goal of reducing child mortality by two thirds by 2015, effective and comprehensive controls on marketing which protect and support breastfeeding are imperative.

Countries which support breastfeeding and have good comprehensive marketing controls which are monitored and enforced show increased breastfeeding rates and reduced sales of breastmilk substitutes. Aggressive marketing continues elsewhere, especially in Asia, which is seen as a strong growth area for industry.

Monitoring has highlighted company promotion of breastmilk substitutes in **Botswana**,² so the news that this country adopted one of the strongest laws in Africa on 8th June was greeted with joy by the IBFAN network. Botswana now joins other African countries with good laws, such as **Ghana**, **Tanzania** and **Zimbabwe**. It is hoped that this will spur other countries in the region such as **South Africa** and **Lesotho**, where companies are pushing in the opposite direction.

Key points in Botswana's *Marketing of Foods for Infants and Young Children Regulation*:

- a comprehensive ban on all types of promotion of all foods (and feeding equipment) for infants and young children;
- independent monitoring which is mainstreamed and requires health workers to keep a record of contraventions;
- a ban on practices that create an association between companies and breastfeeding;
- a ban on free or low cost supplies and a ban on the sale of expired products;
- a ban on all commercial support and benefits for health workers, including equipment, and any services which refer to company names or logos.
- a ban on nutrition and



This leaflet handed out on a public bus in Gaborone, Botswana in 2003, violates every article of the *International Code* by attempting to show it does not! It claims the company is "the most trusted name in nutrition for 130 years." All promotion - including this subtle deceptive kind - will now be banned.

Safety and Standards Bill, under the Ministry of Food Processing Industry, would strike it down. BPNI mobilized an international campaign and the IMS Act was saved.

China - the downside

China's law and its implementation is weak. According to *China Daily*, half of all newborns are fed formula. Health officials report that Chinese mothers increasingly believe formula is more nutritious than breastmilk. However, consumer confidence in the quality control of the dairy industry is falling. In 2004 12 babies died who were fed with an inadequate locally-produced formula. Incidents of reprocessing of expired milk and pre-dating products occurred later. Then in May 2005 Nestlé's infant formula was removed from supermarket shelves after health authorities found that it contained excess iodine. Nestlé belatedly apologized for deviating from the national standard after the media reports. Initially it blamed its milk suppliers. An online survey showed that 87% of consumers said they would stop purchasing Nestlé products, primarily because of the firm's lukewarm response. *China Daily* says that many people believe that Nestlé reacted "with the speed and alacrity of a sailor drunk on shore leave." (see *Update 35*, *China Daily* 27 & 29 May, 10 & 23 June).

● IBFAN's **International Code Documentation Centre** in Penang runs courses which have trained many of the policy makers responsible for bringing in the controls which are now protecting infants all over the world. Developments on code issues are available electronically from ibfanpg@tm.net.my or www.ibfan.org

health claims, pictures of infants, women, animals or toys or any symbol depicting a health advantage.

Tanzania banishes Nestlé's birds

The Tanzanian Food and Drug Authority (TFDA) has prohibited the import of Nestlé's breastmilk substitutes carrying the large 'nest' logo which now dominates the front panel of its tins. TDFA has also banned Nestlé's Blue Bears which appear on the *Cerelac* brands. TDFA say the logos - which Nestlé has now removed - violate the *International Code* and the 1994 Tanzanian Regulations.



Accra Daily Mail (27 April) the National Co-ordinator of the Breastfeeding Promotion Regulation Committee, Mrs Goski Alabi, indicated: "the supposed decline in infantile diarrhoea cases among babies in the hospitals was indicative of the practice of exclusive breastfeeding to a large extent." Monitoring was conducted in Ho Municipality. The paper noted: "Despite the general decline in sales, shops still continue to stock and hang out promotional signs about such infant formulas." UNICEF sponsored the monitoring exercise, which found illegal promotion of baby milk in hospitals.

India law saved

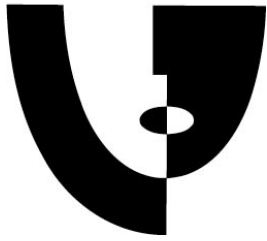
IBFAN breathed a sigh of relief at the news that the Breastfeeding Protection Network for India (BPNI) had successfully persuaded the Indian government not to repeal its strong *Infant Milk Substitutes, Feeding Bottles and Infant Foods (IMS) Act*. The Act was already showing clear signs of working, with the decline in breastfeeding rates halted and sales of breastmilk substitutes falling.³ In January there were fears that a *Food*

Ghanaian law hits sales

Baby foods sales in Ghana are falling⁴ and breastfeeding rates rising⁵ thanks to a strong law implementing the *International Code* and Resolutions and requiring the promotion of exclusive breastfeeding. (see also *Update 31*). According to the

1 Jones et al. *How many child deaths can we prevent this year?* The Lancet, Vol 362 July 5, 2003 65-71. Child survival 11
2 *Campaign for Ethical Marketing*, June 2003
3 Hindu Business Line, Chennai, India, 15.08.04

4 www.ghanaweb.com/GhanaHomePage/NewsArchive/artikel.php?ID=80197
5 The Ghana Demographic Health Survey Report, 2003



news and campaigns

IBFAN wins Nan HA court case

In 2004 the Latvian Paediatric Association (LPA) allowed the words, "Recommended by the Latvian Paediatric Association" on the label of Nestlé's Nan HA infant formula. In a letter to the Latvian Ministry of Health and to LPA the Latvian IBFAN group, LKEVAB, alleged that this was inappropriate, and against the *International Code* and national Latvian regulations. The LPA took LKEVAB to court for "withdrawal of honour and pride-injuring news" and asked for financial compensation. The court decision, reached in mid-May, found the LPA's claim to be groundless and confirmed that the information in the LKEVAB letter was true. The LPA has appealed. See *Update 35* for concerns about the term 'HA' which is banned in the USA.



Paediatricians say no to endorsements

Professional endorsements and the funding that prestigious NGOs can derive from food marketing are issues debated in relation to draft European health claims regulations. The 2005 principles of the **International Paediatric Association** are important, stating that: "The IPA will not involve itself in endorsement or marketing of products" and that "Member societies must be accountable to ethical standards consistent with IPA policy".

INFORM again

INFORM, a body that describes itself as 'working toward informed choice in infant feeding' was set up by the baby food industry cartel,

the **Infant and Dietetic Food Association (IDFA)** to campaign against any strengthening of the UK law. In 1997 the Baby Feeding Law Group, exposed the way that INFORM was claiming to work on behalf of parents, but failing to mention its relationship with IDFA. BFLG Members had rung INFORM for information (prompted by its free phone card) and were then sent baby food promotional materials. INFORM went quiet for a while but has now resurfaced, running health worker seminars entitled 'Breast and bottle: is "better" always best?' (organised by on-line magazine *Spiked*) and commissioning research. The report carried out by Prof Frank Furedi from the University of Kent, *Mothers' experience of, and attitudes to, using infant formula in the early months*, generated media headlines such as: "Breast may not be best after all, says professor." The report shows an astonishing ignorance of the value of breastfeeding: only 39% think that breastfeeding is natural and that all mothers can do it. 40% disagreed. See *Updates 21,22,23,25*

Rocket fuel scare

Sensational headlines around the world suggested that American women's breastmilk is contaminated with dangerous levels of percholate, a chemical found in rocket fuel. This chemical reduces iodine levels. Concerned by the misleading messages, the author of the original study, Purnendu K Dasgupta, stressed through a mother-support website that this small study (36 mothers) suggested a need to examine iodine supplementation of salt. Dasgupta said "Even in my wildest imagination it did not cross my mind to advise someone to stop breastfeeding just because perchlorate is detectable in breast milk. I truly regret if our paper has

caused any one to stop breastfeeding even for a day. We can detect almost anything at some level in almost anything." <http://www.kellymom.com/health/chemical/dasgupta-response.html>

Europe tackles obesity

Obesity is now a global pandemic which is decimating health care budgets worldwide. The invitation to IBFAN to join the European Commission's *Platform for Action on Diet, Physical Activity and Health* is a clear signal that at least one part of the Commission recognises the potential of breastfeeding to reduce obesity levels and improve long-term health. The Platform aims to provide a forum for discussion for the key players in the food industry and NGO sectors. Participants must make commitments to help halt the rise in obesity in Europe. We are calling for the commitments to be concrete and measurable and to be independently monitored. IBFAN's commitments are outlined in the *Blueprint for action on the protection, promotion and support of breastfeeding in Europe*. The Commission has promised to examine all its policies for 'obesity proofing' so we are asking it to look at its own proposals on the marketing of breastmilk substitutes which fly in the face of the stated aims of the Initiative. A seven-year study, just completed by the WHO, shows that babies exclusively breastfed for six months are healthier and leaner than artificially fed babies.

● Artificially-fed infants consume 30,000 more calories than breastfed infants by 8 months of age. (Riordan et al, *Breastfeeding & Human Lactation*, Jones and Bartlett 1999) Kvaavik et al, *Surveys of Norwegian youth indicated that breast feeding reduced subsequent risk of obesity*, *Journal of Clinical Epidemiology*, Vol 58, Issue 8, Aug 05. **Breastfeeding Briefs** 38:www.ibfan.org **The Blueprint for Action** can be downloaded from: http://europa.eu.int/comm/health/ph_projects/2002/promotion/promotion_2002_18_en.htm



Children's Food Bill calls for law

The UK Children's Food Bill campaign is calling for a ban on junk food promotion to children, is supported by us and 136 national organisations. A summary of its new report, containing the famous UNICEF picture of a mother and her twins, was sent to every MP in June as the Bill was re-introduced to Parliament. The report uses IBFAN's Case Studies report and other campaigns to demonstrate the ineffectiveness of voluntary, industry-agreed approaches.

www.childrensfoodbill.org.uk

UNICEF Head

The US Government has always had the last word on the selection of the Executive Director of UNICEF. Ann Veneman, former US Secretary of Agriculture to the Bush Administration, began a 5-year term as Executive Director of UNICEF in May, succeeding Carol Bellamy. The appointment has caused concern amongst some NGOs, who have highlighted the need for reform of the UN's selection procedure. The People's Health Movement, a global coalition of grassroots activists and academics, launched a 'UNICEF WATCH' to monitor UNICEF's activities. For more information:www.phmovement.org

Update

Boycott news

World's least responsible company

Nestlé won a global internet poll for the world's 'least responsible company' coinciding with the **World Economic Forum** in Davos in January 2005. Nestlé received 29% of the votes. This was more than twice that of joint second Monsanto and Dow Chemicals (of Bhopal infamy), each on 14%.

● According to Nestlé's report *Commitment to Africa*, the company is viewed as one of the most ethical companies. The report includes audits of the company's infant formula marketing in three African countries. The auditors, **Bureau Veritas**, found code violations, but did not classify them as such because they followed Nestlé's weaker interpretation rather than the World Health Assembly measures. Bureau Veritas has told IBFAN it is not at liberty to discuss its findings.

Institutional investors at odds with Nestlé

Boycott supporters presented institutional investors with our *10 Facts* leaflet as they arrived at Nestlé's high-profile London launch of its *Commitment to Africa* report. Investment bankers Goldman Sachs asked several questions about Nestlé's baby food marketing. In response Nestlé claimed that its marketing code in Africa is even stronger than the *International Code*! The event was broadcast on the web.

● Questions about Nestlé's baby food marketing were once again raised at its shareholder meeting in **Lausanne** in April. Nestlé's plan to break good governance guidelines by making Chief Executive, Peter Brabeck, Chairman of the Board as well,

provoked a major shareholder rebellion. A record number of shareholders supported a motion to block the proposals, but since Nestlé controls a big percentage of the shares, the protest failed. Baby Milk Action regularly complains to the board about Mr. Brabeck's activities.

See our website for more copies of our new pamphlet *Nestlé's PR Machine Exposed*.

The importance of giving

In March, Mr. Brabeck stunned business leaders in Boston, when, according to the *Boston Herald* (9 March), he spoke against philanthropy, saying that companies should only pursue charitable endeavours with the intention of making money for investors. He asked, "What the hell have we taken away from society by being a successful company that employs people?"

● Nestlé has received an endorsement of its activities in Africa from the **International Federation of the Red Cross and Red Crescent**, which received a substantial donation from Nestlé, money which the company extracted from the Government of Ethiopia in 2003.

Nestlé breaks the law - the law changes

Campaigners against Nestlé's *Pure Life* water bottling operations in the historic Brazilian spa town of Sao Lourenco (*Boycott News* 35) have been stunned by the latest turn of events. In response to legal challenges, Nestlé stopped *Pure Life* production on 31st October 2004, but continues to pump the naturally-carbonated water to extract the gas. The Ministry of Health set up a working group to investigate how to regulate the use of mineral water springs. Before the working group had even had its first meeting, Nestlé,



Tap water Awards at the Edinburgh Fringe Festival

The 5th Tap Water Awards, the alternative to the Nestlé-owned **Perrier Comedy Award**, will celebrate performers who use the arts to educate and encourage critical thinking, rather than solely to entertain and earn.

www.tapwaterawards.org

28th August from 10.00pm at the Bongo Club, Venue 143, Holyrood Road, Edinburgh Tel: 0131 558 7604

The annual demonstration at Nestlé (UK) HQ in **Croydon** took place on 21 May 2005. This was preceded by action at a *Nescafe* café in Bristol (right). The **Bristol** event arose from a workshop on the boycott at an African Initiatives event, *Don't Agonise, Organise*. Contact us for help with demonstrations.



through the Brazilian bottled water industry association, was involved in setting up a new permanent committee which will regulate mineral water under the Dept. of Mineral Resources. The Committee calls for the industrialization of mineral water resources. It has the power to legitimize Nestlé's *Pure Life* operation and authorize health claims on bottled water - a marketing gift which could create a new export market in medicinal bottled waters. Campaigners are concerned that the environmental damage to the park in Sao Lourenco and the impact on tourism will worsen. The public prosecutor's legal battle for compensation for the town continues.

● The **Brazilian Catholic and Evangelical Churches** have joined forces with their Swiss counterparts calling for the United Nations to protect water as a human right, rather than simply an economic resource at the next World Water Forum in **Mexico** in March 2006.

● **BBC Radio 4 Face the Facts** examined Nestlé in Sao Lourenco on 22nd July.

see: www.bbc.co.uk/radio4/facethefacts/

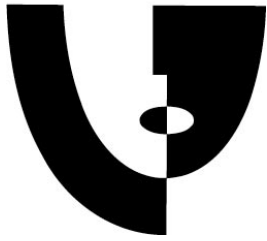
Boycott list: Nestlé has a US 67\$ bn turnover and thousands of brands. **Premier Foods** are to rebrand its **Rowntree's Jellies** as **Hartley's Jellies** because Nestlé owns the Rowntree name. See our website for more information, including the credit-card sized list of brands.

No dirty money please!

● **Infact Canada**, coordinator of the North American Nestlé boycott, persuaded Ottawa Children Hospital to cancel the Pediatric Nutrition Day planned in February with sponsorship from Mead Johnson and Nestlé.

● **WomenAid International-Caucasus** and **WomenAid International** withdrew from the 'Forum on World Environment Day' held in June in Tbilisi, **Georgia** because it was sponsored by Nestlé.

● **Ines Osborne**, a Baby Milk Action and NCT member, has written to **Cancer Research** to say she has withdrawn from the Liverpool *Race for Life* fund-raising event in July because Nestlé goodie bags are handed out to runners. Others are complaining to **Tesco** about Nestlé promotion on milk cartons.



Round up and merchandise

Hipp violates human rights

IBFAN partners in Armenia are calling for renewed action to hold Hipp to account for its promotion of complementary foods for use before the appropriate age, including infant teas labelled for use from one week. Hipp recently launched TV advertisements. Campaigning stopped similar practices from Nestlé in 2003.

Support the campaign against Hipp at www.ibfan.org/hipp/

Codex hides declarations

The Codex Alimentarius Commission sets global food standards and we attend its meetings as the International Organisation of Consumer Food Organisations (IACFO). After the November 2004 nutrition meeting we joined the Electronic Working Group on the composition of infant formulas. Prof. Koletzko of the European Society of Pediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN) was asked by the Codex Chair to convene an Expert Panel to report to this group in collaboration with FISPUGHAN, its international federation. The Codex Procedural Manual (14th edition) has strict transparency requirements for experts responsible for risk assessment but our requests for the experts' declarations of interest have so far been refused. Prof Dr Przyrembel, the Chair of the Working Group says that the Manual does not apply because the working group was convened by ESPGHAN on the invitation of Codex - not convened by Codex itself. Prof Przyrembel says that the experts have "proven their disinterestedness simply by being ready to write statements and comments and to travel long distances to meet for two and a half days of intensive discussions."

IBFAN's response to the Tsunami

The Asian Tsunami disaster required not only quick deployment of aid, but a rapid response from IBFAN to highlight the danger of inappropriate donations. The Infant Feeding in Emergencies briefing on the IBFAN website was highlighted and work done with agencies, the media and donors to draw attention to guidelines developed with emergency experts. Donations of formula are dangerous and cause more problems than they solve. If breastmilk substitutes are needed, it is far better to source them locally. IBFAN groups in the region were directly involved in providing support to mothers. Baby Milk Action's past campaign supporting the Sri Lankan government in requiring labels to be in local languages (despite opposition from Nestlé) proved its worth once again.

● Nestlé ran publicity on the back of the Tsunami disaster claiming it was helping devastated communities. At the same time, Sri Lankan consumer protection organizations were campaigning against Nestlé's attempt to have price controls removed from milk. Since persuading the government to open the Sri Lankan milk market, prices have soared - but not enough for Nestlé. To help the campaign against Nestlé profiteering see the Movement for National Land and Agricultural Reform: http://www.geocities.com/monlarsilk/

Bottled Water

We have commented on new proposals on bottled water drawn up by the Food Standards Agency which would allow products to carry a "suitable for infant feeding" statement. This would make them breastmilk substitutes and promotion should be completely prohibited. We have also raised concerns about the environmental impact of encouraging bottled water use.

2006 IBFAN Calendar



May photo: Claude Choplin, France

Orders taken now

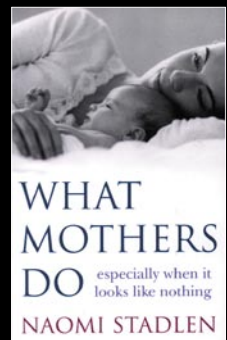
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What Mothers Do especially when it looks like nothing.

A unique and perceptive look at mothering by psychotherapist and breastfeeding counsellor, Naomi Stadlen. Empowering and reassuring, 2004. £12



Breast is Best by Baby Milk Action Advisor, Dr Penny Stanway. Fully revised and up-dated edition of this indispensable guide, June 2005. £10



Fighting an old battle in a new world - how IBFAN Monitors the Baby Food Market. An important new publication by IBFAN's Annelies Allain tracing the history of the campaign. Published by the Dag Hammarskjöld Foundation.

SEE REPLY FORM FOR ALL THESE ITEMS