



# Year Report 2005 - 2006

## Baby Milk Action

### Council of Directors

Gary Woolley, Chair  
Mike Bailey  
Fiona Duby  
Julie Dyball  
Lisa Northover  
Rachel O'Leary  
Hugh Simon

### Company Secretary

Lisa Woodburn

### Staff

Patti Rundall, Mike Brady,  
Alison Mortlock, Paul Bott

### Advisors

Phyll Buchanan, Andy Chelley,

Dr Emmanuel Diamond, Prof. G.J. Ebrahim,  
Chloe Fisher, Peter Greaves, Prof. Raymond  
Hodgson, Sheila Kitzinger, Dr Tim Lobstein,  
Prof. David Morley, Gabrielle Palmer,  
Dr. Peter Poore, Dr. Andrew Porter, Mary  
Renfrew, Magda Sachs, Dr. Penny Stanway,

Kevin Watkins, Dr.  
A.F. Williams, Dr Pam  
Zinkin.

### Volunteers

Pete Arnold, Sonia de  
Oliveira Brady, Elaine  
Heath, Tessa Martyn,  
Lisa Woodburn.



The following served as area contacts during  
the year:

### Area contacts

Aileen Banks, Xanthe Bevis, Hannah Bird,  
Barbara Bowington, Anne Bramley, Sharon  
Breward, Marianne Cowpe, Belinda Cox,  
Dh. Dharmavandana, Jonathan Dorsett,  
Anne Dowden, Maria Dowden, Maggie Ellis,  
Barbara Gleave, Patricia Hamilton, Caroline  
Hind, Joanna Hindley, Jenifer Inman, Vicky  
Islam, Liz Lawrence, Steven Lee, Kristie Legg,  
Sue Malpass, Julia McKee, Adele McGarry-  
Watson, Annette Ogilvie-Forbes, Mary  
Paterson, Jan Price, Jane Putsey, Jacqueline  
Quick, Catherine Reading, Carl Richards,  
Jenny Richardson, Magda Sachs, Sarah  
Saunby, Sarah Squires, Harriet Smith, Jane  
Tapp, Frankie Taylor, Mary Tones, Liz Urwin,  
Bernadette Walker, Janette Westman, Patricia

Alison Mortlock and Lisa  
Woodburn again produced  
a breastfeeding calendar for  
the IBFAN network. This is  
a major fundraiser for Baby  
Milk Action and provides  
a corporate-free alternative  
for health centres and  
elsewhere.

We would like to express our appreciation to  
all our Area Contacts and wish well to those  
who stood down during 2005/2006. We  
would particularly like to thank Jane Putsey,  
Magda Sachs and ex-Director, Catherine  
Woodhouse for their contribution to the  
campaign over the years.

Wise.

## Baby Milk Action supports IBFAN's principles:

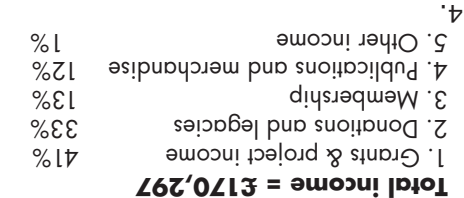
- **the right of infants** everywhere to the  
highest level of health,
- **the right of families** to enough  
nutritious food,
- **the right of women** to informed choices  
about infant feeding,
- **the right of women** to full support for  
successful breastfeeding and for sound infant  
feeding practices,
- **the right of all people** to health  
services which meet basic needs,
- **the right of health workers** and  
consumers to health care systems which are  
free from commercial pressure,
- **the right of people** to organise in  
international solidarity to secure changes  
which protect and promote basic health, and  
ethical behaviour on the part of baby food

### Finances

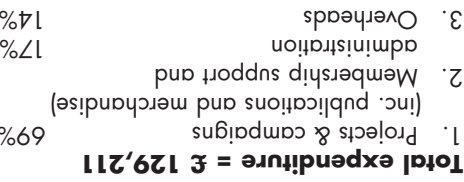
Baby Milk Action's work this year has been  
funded by grants from CAFOD, Christian Aid,  
The Eleanor Rathbone Charitable Trust, Gibbs  
Charitable Trust, Joffe Charitable Trust, OXFAM,  
The Polden-Puckham Charitable Foundation, The  
Rowan Charitable Trust, Save the Children, S.E.  
Franklin Deceased Charity and SCIAF,  
We are grateful to all our supporters, without  
whom our work would not be possible.  
We would like to acknowledge a generous  
legacy from long-time supporter and Member No  
2, Juliet Clifford who sadly passed away in 2006.  
Juliet helped Baby Milk Action buy shelving for  
our resource library many years ago. The library  
in our new office has been named in her memory.

Baby Milk Action, 34 Trumpington Street,  
Cambridge, CB2 1QY.  
Tel: (01223) 464420 Fax: (01223) 464417  
Email: info@babymilkaction.org  
Website: [www.babymilkaction.org](http://www.babymilkaction.org)

## Baby Milk Action income October 2005 - September 2006



## Baby Milk Action expenditure October 2005 - September 2006



**Net Profit: £41,086**  
**Reserves: £55,019**  
Includes the legacy (see left)  
Charts are based on draft audited figures.  
Full accounts will be available at the AGM & on  
request.

# Year report 2005 - 2006



### Nestlé's year in the spotlight

Nestlé is the most boycotted company in  
the UK and one of the four most boycotted  
on the planet.  
The year began with the announcement  
that it was launching a new brand of  
coffee, *Partners' Blend*, which was  
being awarded a Fairtrade mark. Our  
warnings that this would be used as a  
public relations tool proved correct, with  
advertisements in the mass media and  
much made of it in Nestlé's Corporate  
Social Responsibility (CSR) reports. Yet  
even on the day of the launch, Nestlé was  
attacking Fairtrade as nothing more than  
a niche market. That is certainly the case  
for Nestlé as only 0.1% of coffee farmers  
dependent on the company are included in  
the scheme and the remainder suffer from  
the aggressive trading practices of Nestlé  
and the other major processors.  
However, Nestlé's attempts at using the  
mark to improve its image soon ran into  
the ground as our analysis and Nestlé's  
poor image over baby food marketing  
was included in media coverage. We  
complained to the Advertising Standards  
Authority over a misleading Nestlé  
advertisement and spoke about this on  
a BBC Money Programme special on  
Fairtrade. Though the ASA did not uphold  
our complaint (and refused to publish in  
the ruling the figures showing how few  
farmers benefited from the scheme), Nestlé  
subsequently changed its advertisements to  
focus on the coffee rather than its claims to  
be helping farmers.  
A few months later a media storm  
erupted over the L'Oreal purchase of the  
Body Shop, a cosmetics manufacturer and  
retailer widely perceived to be 'ethical'.  
Early reports made no mention of the fact  
that Nestlé holds over a quarter of

L'Oreal shares and so will profit from Body  
Shop sales. This was soon put right as  
we informed the media and attempted to  
contact Body Shop founder, Dame Anita  
Roddick, who eventually wrote: "*I object  
to the way Nestlé behaves... you have to  
have been living in space to not know their  
reputation.*" The sale went ahead regardless.  
In an on-line survey we conducted 99% of  
boycott supporters said they would add Body  
Shop to their personal boycott. We produced  
a leaflet to raise awareness of Nestlé's link  
and its baby food marketing malpractice.  
At the launch of the Nestlé report,  
*Corporate Social Responsibility as  
practised in Latin America*, in March  
we questioned the misleading nature of  
the report and its advocacy of voluntary  
regulation.  
The Nestlé Perrier Comedy Award at the  
Edinburgh Fringe Festival finally ended  
in August. Following demonstrations and  
protests since 2001 the organisers have  
now found a new sponsor. Other Nestlé  
Public Relations initiatives that our leafleting  
and campaigning has caused to backfire  
include its sponsorship of a debate on  
slavery at the Labour Party Conference  
and the award ceremony of the Nestlé  
Children's Book Prize - the time and venue  
of which was kept secret from the media!  
The Methodist Conference supported  
replies criticising Nestlé baby food  
marketing, calling for changes and  
recognising the importance of the boycott.  
Many thousands more people signed the  
boycott petition, keeping up the pressure on  
the worst of all the baby food companies.

**Cover photo:** 'Graysen and Barbie' © Ana June,  
[anajunecreative.com](http://anajunecreative.com) One of our new range of postcards.



October

September

2005 - 2006



# 2005 BABY MILK ACTION 2006

## Raising Awareness

- Members and supporters were essential in raising awareness of the many issues that we tackle. We coordinate the international boycott of Nestlé, the company responsible for more aggressive baby food promotion than any other. Nestlé's attempts to improve its image backfired yet again with its launch of a Fairtrade coffee (involving just 0.1% of coffee farmers dependent on it and 0.00185% of its turnover), the Nestlé/L'Oreal takeover of Body Shop and the decision to end the Nestlé/Perrier Award at the Edinburgh Fringe Festival which all drew media attention to the baby food issue (see back page).

- We assisted supporters at the Methodist Conference in **June**, which adopted replies to 'memorials' supportive of the campaign and the boycott.

- Area contacts and staff held stalls and workshops at events in the UK including: National Childbirth Trust (AGM and health professionals event), Association of Breastfeeding Mothers, Breastfeeding Network, Lactation Consultants of Great Britain, Baby Café, Baby Friendly Initiative, International Women's Day, UNISON national conference, Little Angels, Birthlight. We ran a stall, seminar and workshop

at the European Social Forum in Athens in **May**.

- We presented over 5,000 boycott petition signatures to Nestlé at the annual demonstration in **May** and organised a parallel day of leafleting at Body Shop outlets, now part-owned by Nestlé. We demonstrated at the Labour Party Conference, where Nestlé sponsored a fringe meeting on slavery in **September**.

- In a project to share experiences, we organised a seminar on protecting the right to water with ActionAid, Christian Aid, War on Want and World Development Movement and Brazilian campaigners in **March**. In **April** trained campaigning groups in Hungary on when and how to run a boycott. We taught BSc students at SUHRS University in Copenhagen about the *International Code* in **April**.

- We worked with print and broadcast media, including on a major article, *Suck on This*, in *The Ecologist* magazine in **April**. We appeared on several TV reports: on contamination of bottled water in **December**; on contamination of infant formula in **January** and on Nestlé and Fairtrade in **March**.

## BABY MILK ACTION

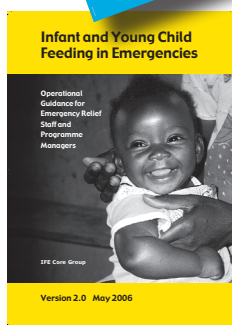


Baby Milk Action aims to save infant lives and to end the avoidable suffering caused by inappropriate infant feeding. We work within the global network, IBFAN, to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry worldwide, using the *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant Resolutions of the World Health Assembly as a baseline.

Good breastfeeding practices top the list of interventions to reduce under-5 mortality and could save more lives than other key preventive measures such as immunisation, safe water and sanitation.<sup>1</sup>



We are members of the Baby Feeding Law Group and the Breastfeeding Manifesto Coalition.



**Above: IBFAN has worked closely with UN bodies and NGOs on this Operational Guidance for Emergency Relief Staff and on the new Innocenti Declaration 2005 on Infant and Young Child Feeding launched in November. Below: Our poster giving evidence that breastfeeding provides an ideal window of opportunity for obesity prevention. Bottlefed children consume 30,000 more calories than breastfed infants over 8 months.**

## Code Advocacy

- With IBFAN Luxembourg we coordinated the lobby to improve the European Union Directive on infant formula - a campaign which has been a major focus for us throughout the year. Through the Baby Feeding Law Group, we persuaded the UK Government to support nearly all of our comments. Despite this and support from key European NGOs, several Member States and from the UN Special Rapporteur on the Right to Food, only a few improvements were made and the Directive passed in **July** is weak and opens the door for new health and nutrition claims. The UK must now fulfill its promises (made in the *Choosing Health White paper*) and implement the Directive in the strongest possible way.

- The Baby Feeding Law Group (BFLG) called on UK Health and Education Ministers to incorporate safeguards contained in WHA Resolutions into the Health and Education Bills to guard against conflicts of interest. The BFLG considers that the baby food industry should not be permitted to provide education advice and resources in schools and health facilities.

- We attended the 59th World Health Assembly in **May**, where a new Resolution on infant feeding was adopted.

WHO organised a series of events to commemorate the 25th Anniversary of the International Code, including charting government progress in implementation. We again organised pre-Assembly meetings with health and development NGOs and the UK Government.

- We represented IBFAN at 12 meetings of the European Commission's *Platform for Action on Diet, Physical Activity and Health*, and gave a presentation at the WHO Forum in Oslo in **May** ahead of the European Ministerial Conference in Turkey. We raised the profile of breastfeeding, called for a Marketing Code for foods for children, warned of the risks of reliance on self regulation, called for truly independent monitoring and caution regarding sponsorship and partnerships with the food industry.

- We continued to lobby for the inclusion of the *International Code* and Resolutions into the global Codex Alimentarius baby food standards at meetings in Germany in **November** and Geneva in **May**. We supported the Thai Government proposal to lower the maximum permitted levels of sugar in the Codex Standard on baby foods.

## IBFAN



- We are the UK member of IBFAN (the International Baby Food Action Network) which consists of more than 200 groups in over 100 countries. We attended the IBFAN Europe Meeting in Italy in **April**.

- Within IBFAN we have responsibility for company campaigns and share

responsibility for Code Advocacy in Europe.

- We completed our trade campaign, with updated information on the IBFAN website, which we maintained during the year.

- We provided support to IBFAN partners in many countries, especially the Philippines, Bulgaria, Armenia and South Africa.

## Monitoring and Reporting

- We publicise IBFAN's global monitoring report and produce the *Campaign for Ethical Marketing* action sheets. We target all baby feeding companies and help supporters write letters.

- We helped to coordinate a global snapshot of violations of the baby food marketing regulations in **October**.

- We coordinate a UK monitoring project on behalf of the Baby Feeding Law Group. In **May** we reported

on how companies violate international standards and gained cross-party support for an Early Day Motion (a petition for Members of Parliament) tabled by Lynne Jones MP, calling for government action nationally and globally.

- In **July** we trained a team of UK monitors for Save the Children to submit violations alongside our existing team of volunteers.



## Networking

- We are the Secretariat of the Baby Feeding Law Group (UK) whose 17 member organisations include the Royal College of Midwives, the Health Visitors Association and the Royal College of Paediatrics and Child Health. The group campaigns to strengthen UK legislation. We are also members of the newly formed Breastfeeding Manifesto Coalition which has seven objectives, one of which is Code implementation.

- We coordinate the International Nestlé Boycott, launched by groups in 20 countries.

- We are members of NGO networks such as Sustain (The Children's Food Bill), the UK Consortium on AIDS, the CASE Privatisation Group, CORE, the Trade Justice Movement, the UK Food Group and we work with trade unions such as UNISON and the National Union of Teachers.

## Publishing and Marketing

- We produced two issues of the *Update* newsletter, briefing papers and the 2007 IBFAN breastfeeding calendar.

- There are over 90,000 page views on our website some months. We respond to many emails coming via the site. Leaflets, posters and briefing papers are downloaded.

- In **September**, the

Campaigns and Networking Coordinator began a daily blog, as a resource for campaigners and the media. This has helped generate coverage around the world.

- We added to the broadcasts section of the website interviews with partners in IBFAN Europe, campaigners in the Philippines and the US. An earlier recording on the site was used by a Canadian radio station in **July**.

<sup>1</sup> Jones et al. *How many child deaths can we prevent this year?* The Lancet, Vol 362 July 5, 2003 Child survival 11