



<http://www.scoop.co.nz/stories/GE0605/S00069.htm>

Obesity prevention starts with breastfeeding

Wednesday, 10 May 2006, 9:58 am

Press Release: Infant Feeding Association NZ

Infant Feeding Association of New Zealand (Trust)

9 May 2006

Obesity prevention starts with breastfeeding not having to compete with unethical marketing of infant formula.

In New Zealand companies such as Heinz Wattie's, Nutricia and Wyeth break the International Code of Marketing of Breastmilk Substitutes daily.

A new group, formed to educate the public and urge government to fully implement the International Code, will be formally launched in Wellington tomorrow, Wednesday 10th May.

The group, Infant Feeding Association of New Zealand (IFANZ), believes the formula industry must be challenged and has done this by publishing an independent report of Code compliance in New Zealand.

“The 11 action points of the New Zealand Ministry of Health's Code Review (2004) are insufficient to guard against unethical marketing practices in this country. IFANZ urges the Government to fully implement the International Code and subsequent relevant World Health Assembly Resolutions and to legislate for their compliance by all sectors,” says Marcia Annandale, Trustee and Coordinator of IFANZ.

Sue Kedgley, MP, will be officially cutting the ribbon to launch IFANZ at the Portland Hotel, Hawkestone Street, Thorndon at 1.30pm on Wednesday 10th May.

ENDS