

New Zealand - Country Profile 2005



Total population	4,107,400
European	80.0%
Maori	14.7%
Pacific Island	6.5%
Asian	6.6%
Other	0.7%
New Zealanders may identify with several ethnic groups	
Annual number of births	57,615
Infant mortality rate per 1,000 live births	5.6
Maternal mortality rate per 100,000 live births	5.3
Exclusive breastfeeding rate at 6 months	11.0%
Total maternity care facilities	83
Baby Friendly designated (at Nov 2005)	31

ENDORSEMENT BY ASSOCIATION

Heinz Wattie's has a commercial relationship with well-child provider, the Royal New Zealand Plunket Society, helping entrench brand awareness for the company. WHA Resolution 58.32 warns against financial support for infant and young child health programmes to ensure that it does not create conflicts of interest.



Wattie's handout



Plunket handout

Nutricia, as the principal sponsor, has provided an unrestricted educational grant.

NUTRICIA
Neocate
Pepti-Junior

COMMERCIAL SPONSORSHIP

Article 7.5 of the International Code requires disclosure of sponsorship. Subsequent WHA Resolutions 49.15 and 58.32 caution against acceptance of grants such as Nutricia's sponsorship of Allergy New Zealand's educational tour.

**PROFESSOR
HIGH SAMPSON
2005 TOUR**

7-9 SEPTEMBER 2005
Food Allergy
overview and update

INDIRECT MARKETING

Nutricia's 0800 number is offered for advice in a free health magazine. The advertisement is placed on a page about infant allergies on which five of Nutricia's formulas are named.

Everyone gives you their 2 cents worth.
Now you can talk to a
Registered Dietitian free.

NUTRICIA
NUTRICIA ADVISORY SERVICE
0800 688 742
www.nutricia.co.nz

"The baby food manufacturer's rush for profits has made people forget nature's biggest gift to babies: to be breastfed. Commercial baby food is one of the greatest success stories of marketing but it has resulted in tragedy for millions of babies and their families."

(Annelies Allain 2001)

WHAT NOW? PROTECT INFANT HEALTH!

Inordinate amounts of time and effort are needed to ensure that formula marketers do not undermine the health and nutrition of our most vulnerable population: infants and young children. The nutritional targets set by the Global Strategy for Infant and Young Child Feeding could be better met if breastfeeding did not have to compete unfairly with artificial feeding through unethical marketing practices.

Code violations covered in this survey indicate that the 11 action points of the New Zealand Code Review (2004) will be insufficient to guard against unethical marketing practices. Effective Code training and monitoring are essential.

IFANZ urges the Government to implement the International Code and subsequent relevant WHA Resolutions and to legislate for their compliance by all sectors.

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Monitoring is an integral part of the International Code and the need for independent monitoring free of commercial influence was emphasised in WHA Resolution 49.15. In late 2005 the Infant Feeding Association of New Zealand (IFANZ), supported by IBFAN Asia Pacific, conducted independent monitoring which confirmed that violations continue to occur throughout New Zealand.