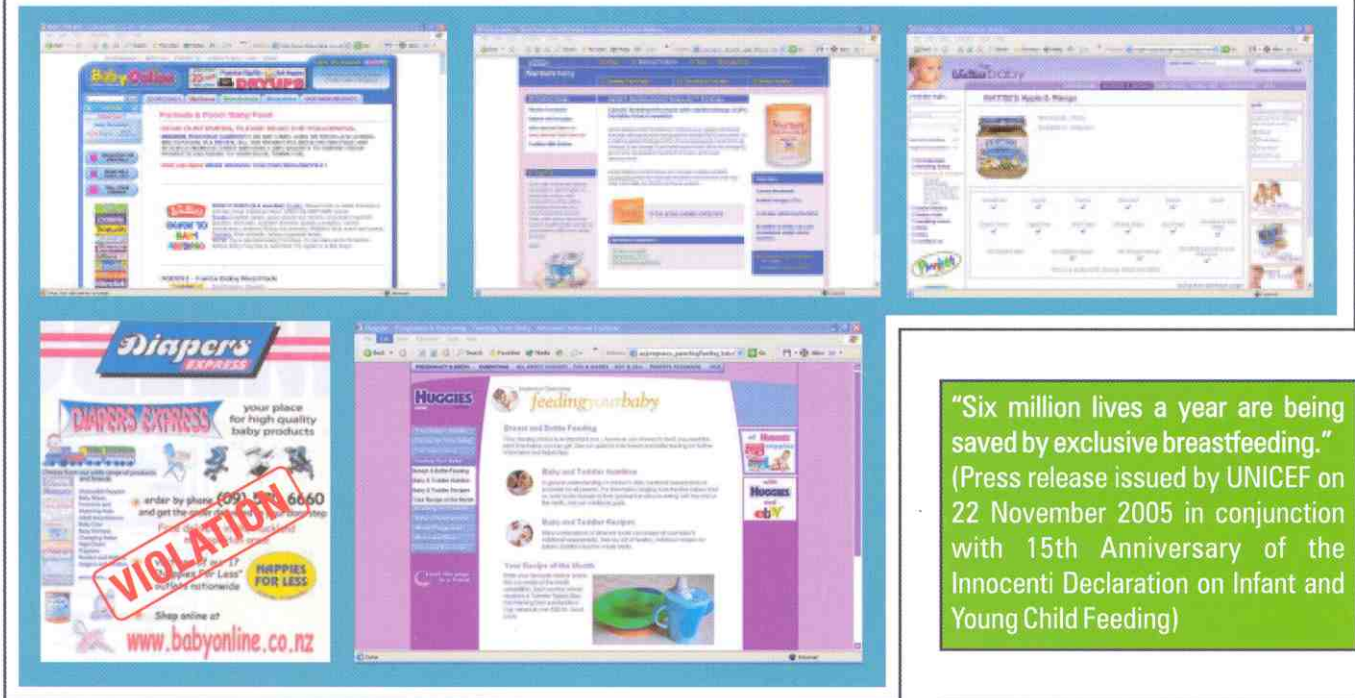


INTERNET MARKETING

The internet opens an unregulated pathway for exploitation by industry. Disposable nappy companies have become the shop window for the promotion of infant formula, follow-on formula and complementary foods labelled as suitable for babies under 6 months of age. A mouse click or two leads to the advertising of infant formula, including soy, without appropriate warnings for its use.



“Six million lives a year are being saved by exclusive breastfeeding.”
 (Press release issued by UNICEF on 22 November 2005 in conjunction with 15th Anniversary of the Innocenti Declaration on Infant and Young Child Feeding)

MISUSE OF THE HEALTH CARE SYSTEM

Free New Mother Packs from Bounty Services are distributed via the health care system by nurses and midwives who inadvertently enroll mothers onto industry databases for later targeted promotions.

Free supply of infant formula is initiated on receipt of a letter from the lactation specialist for mothers of multiples who connect to the Nurture Multiple Birth Club. These members are “entitled to Nurture Infant Formula free for a year and after this at a discounted rate”.



COMPLEMENTARY FEEDING

Commercial complementary foods that are labelled as suitable from 4 months of age discourage the global public health recommendation of exclusive breastfeeding to 6 months of age. WHA Resolution 55.25



SPECIALS

The NZIFMA Code of Practice falls below the minimum standard set by the International Code Article 5.3 by excluding the ban on special displays, discount coupons, premiums, special sales, loss leaders and tie-in sales. This enables ongoing targeted marketing.

