

# **Infant Feeding Association of New Zealand (Trust)**

## **Media Release**

### **EFFECTIVE IMMEDIATELY**

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Today's proposed Infant Feeding Bill side-steps the fundamental issue of protecting breastfeeding.

Missing from the Bill is the International Code of Marketing of Breastmilk Substitutes.

Infant Feeding Association of New Zealand spokesperson Louise James says, "We attended the launch at Bowen House with an expectation that the artificial baby milk industry would at long last be made accountable through legislation but it was not to be!".

The recent failure of industry to self-regulate its marketing practice clearly shows a need to protect breastfeeding through law.

Too many mothers and families are being wooed by inappropriate marketing of breastmilk substitutes and the Bill fails to address this issue.

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