

STOP MISLEADING PROMOTION AND MAKE BABY FOODS SAFER

EU DEBATE ON THE RIES ENVI REPORT, THURSDAY 14 JUNE

Proposal for a regulation of the European Parliament and of the Council on food intended for infants and young children and on food for special medical purposes

VOTE FOR AMENDMENTS: 14, 54, 57, 58, 59, 68 and 76, 81, 83, 84, 85 and 86

(VOTE AGAINST AMENDMENT No 13 - which inaccurately represents the WHO position on Low Birth Weight babies.)

The amendments we support will protect public health and the right of pregnant women and parents to accurate information on infant feeding. They call for additional safety and marketing controls, independent research, the precautionary principle, transparency, democratic oversight and an EFSA evaluation of the high sugar and expensive new milks targeting older babies.

Amendments 86 and 85 specifically allow Member States to prohibit follow-on milk advertising if they believe it is best for child health. WHO and UNICEF are clear that follow-on milks are not necessary (babies can go on using infant formula for as long as needed) and UN recommendations call for no promotion of these products. They were invented by the baby food industry to get around marketing restrictions.

The rules in EU countries already vary but companies fight all the time for more marketing opportunities. If babies are to be best protected, EU legislation needs to explicitly allow countries to carry out their obligations under UN Resolutions and to prohibit follow-on formula advertising. This amendment is very important and much needed.

This bus from the Wyeth/ SMA Roadshow currently touring Ireland and the UK shows what companies get up to.

SMA offers parents 'advice' on how to feed babies, while promoting follow-on formula but signs them up for emails that advertise infant formula. These strategies directly conflict with UN recommendations.

In 2011, despite the opposition of the majority of MEPs at the vote, an unfounded and misleading DHA claim for improved eyesight was approved.



Follow-on milk advertising clearly promotes the whole brand range - including infant formula. Surveys have shown that almost two-thirds of UK parents said they had seen adverts for infant formula, although this has been banned in the UK for many years. One third of parents believe that the adverts gave the impression that formula was 'as good as' or 'better than' breast milk

**THE EU SHOULD HAVE THE HIGHEST STANDARDS OF PROTECTION FOR INFANT HEALTH
PLEASE VOTE FOR AMENDMENTS: 14, 54, 57, 58, 59, 68 and 76, 81, 83, 84, 85 and 86**

Parents should be making informed decisions based on truly independent information rather than on biased commercial promotion like this.

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