

An IBFAN-ICDC report on baby food marketing practices



This page forms part of the global monitoring report – Breaking the Rules, Stretching the Rules 2010. Companies' marketing behaviour is measured against the International Code of Marketing of Breastmilk Substitutes and WHA resolutions.

Sari Husada Code violations

(Danone)

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Sari Husada was established in 1954 under the name of NV Saridele. In 1965, the flagship formula brand “SGM” was developed for middle- to lower-income consumers. Today the brand extends to a full range of baby foods and is second in the Indonesian baby food market after Nestlé. In 1972, the company changed its name to Sari Husada after it was acquired by PT Tiga Raksa. Sari Husada was listed on the Indonesian bourse in 1983. In 1998, Sari Husada began to form an alliance with the Dutch company Royal Numico (then known as Nutricia International) to compete in the global market. By 2005, Numico owned most of Sari Husada's shares and in 2006, the company was delisted and became a private company.

When Royal Numico was acquired by Danone in 2007, Sari Husada became French-owned but is still very much focussed on the Indonesian market.

The violations in this section are all from Indonesia.

LOOK AT THIS!

Tempting Muslim midwives

Driving sponsorship to new lengths, Sari Husada works in collaboration with the Indonesian Midwives' Association to organise umrah (an Islamic ritual) pilgrimages to the holy city of Mecca. Two exclusive partnership programmes, *Sri Kandi* and *Mirah Delima* aim at increasing loyalty among midwives in private practice. Under these two programmes, midwives are encouraged to promote brands like **SGM 1**, **SGM 2**, **LLM** and complementary foods in exchange for rewards redeemable after the programme period of one to two years. Rewards include a chance to participate in the Umrah tour with possibility of bringing along spouses and family members!

EXCLUSIVE PARTNERSHIP PROGRAM
(Srikandi, Mirah Delima)

SRIKANDI PROGRAM

MIRAH DELIMA PROGRAM

- Participant:
 - Private Midwife Practices
 - Ave Partus > = 7 – 11 month
- Period: 2 year
- Product: SGM, Lactamil, SGM 2, LLM, BBLR, Cereal, Biscuit,
- Mechanism:
 - Select potential participant based on delivery category
 - Every participant save reward trough the program
 - Formula for monthly saving is: Saving Value = (delivery x 2.5) + 5
 - Saving of religious service / tour / health-instrument / education benefit count monthly will be evaluated every 3 months
 - Reward would be received at the end of the program
 - Reward received can not be exchanged by certain nominal

Brands

Infant Formula:

SGM 1
SGM LLM (low lactose)
SGM BBLR (low birth weight)
SGM Presinutri 1
Vitalac 1
Vitalac BL

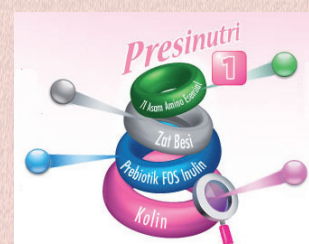
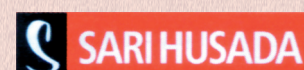
Follow-on Formula:

SGM 2
SGM Presinutri 2
Vitalac 2

Complementary Foods

SGM Cereal

Logos



Vitalac

