

Please don't profit from the death and suffering of babies

Baby Milk Action values the long running support of Methodist Church members for the baby milk campaign

Please reject the JACEI report on Nestlé

**"Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year."
UNICEF**

Produced by Baby Milk Action. (Baby Milk Action offered to debate with Nestlé at Conference or at a fringe meeting, but this was not taken up by JACEI - hence the need for this leaflet).

Visit www.babymilkaction.org for further information and documents or call 01223 464420 or 07986 736179.



This shocking image is from an International Code Documentation Centre report. ICDC trains policy makers on baby food marketing regulations for WHO and UNICEF. Its legal analysis exposing the failings in Nestlé policies was brought to the attention of JACEI.



Here are 10 facts missing from the JACEI report

1. Nestlé violates the *International Code of Marketing of Breastmilk Substitutes* more than any other company. The Code and other Resolutions were adopted by the World Health Assembly (WHA) to ensure that mothers are not discouraged from breastfeeding and to ensure breastmilk substitutes are used safely if they are needed.
 2. The International Baby Food Action Network (IBFAN) *Breaking the Rules* monitoring reports and on-going monitoring document examples of aggressive marketing of formula and inappropriate marketing of baby foods. IBFAN groups are on the ground in over 100 countries and see malpractice first hand - and its impact on infant health.
 3. JACEI repeats Nestlé's rejection of the violations in the *Breaking the Rules* reports. Nestlé uses its own invented 'Instructions' rather than the World Health Assembly measures, despite these being criticised by UNICEF and others as being out of line. The violations should not be dismissed so lightly - they are the means whereby Nestlé undermines breastfeeding to increase sales of its baby milks and boost profits.
 4. JACEI suggests Nestlé has been responsive to campaign pressure. As coordinators of the boycott, launched by groups in 20 countries, Baby Milk Action states this is untrue. Changes that have been won have taken concerted campaigning over years. For example, it took a nine-year campaign, including demonstrations and action at the WHA, to gain a promise from Nestlé in 2003 that it would stop promoting complementary foods for use from too early an age. Monitoring shows Nestlé continues this dangerous practice in some countries.
 5. JACEI suggests investing in Nestlé is necessary to give it influence over executives. This is untrue. Baby Milk Action works with organisations such as FTSE4Good who meet with Nestlé to demand changes. They REFUSE to list Nestlé UNTIL it brings its policies and practices into line.
 6. JACEI applauds Nestlé's Chief Executive for meeting with the Methodist Church Central Finance Board. Mr Brabeck meets as part of his strategy of gaining Church endorsement and undermining the campaign. In practice he resists making required changes. In 2005 he personally launched a violation targeting pregnant and lactating mothers in China.
 7. After presentations from Baby Milk Action and Nestlé lasting 30 minutes plus questions the Chair of the JACEI consultation concluded: *"this was a complex and difficult issue... highly technical... it would be possible to continue the discussion ad nauseum... the Committee did not have resources to do so."* Yet JACEI has not supported our call for Nestlé to attend an in-depth, independent, expert Tribunal.
- New Improved Pelargon, an acidified formula, in prepared feeds and microb*

Diarrhoea and its side-effects are counteracted....
8. Nestlé misled the Committee. For example, it said it had not produced a leaflet in Botswana claiming its *Pelargon* formula counteracts diarrhoea. Baby Milk Action provided JACEI with a scan of the leaflet.
 9. On seeing the draft JACEI Policy Statement Baby Milk Action asked health experts and development organisations to contact JACEI, after first informing the Committee. JACEI was sent independent information that violations by Nestlé are "common", but did not change its conclusions about Nestlé.
 10. Nestlé has already used the JACEI comment that *"there are insufficient reasons to avoid investment in Nestlé on ethical grounds"* to try to improve its image and resist changes.
- We ask Conference to reject the JACEI report on Nestlé as it is inaccurate and harmful to the campaign to protect infant health