

Enlarging the company name to promote the whole range of milks

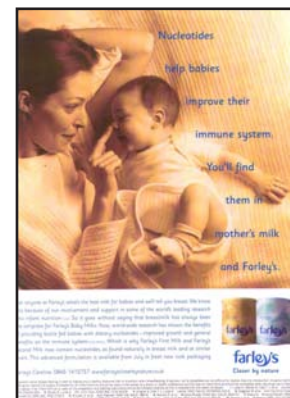
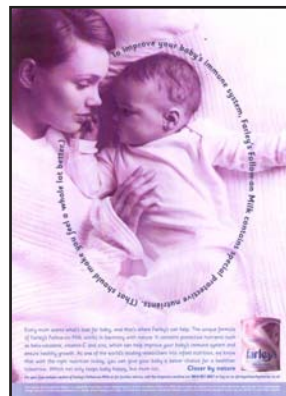
Farley's like other companies, has progressively increased the prominence of its company name on its labels, whilst reducing the size of the age of use information. In **1988** (right) it removed its baby images, replacing them with a humanized bear image (prohibited by the Code). In **1995** (far right) when media advertising of infant formula is banned, the company name increases again and takes over as the brand - the type of milk is hardly visible.



Advertising on television exacerbates the confusion.

In a 30-second flash - the packshot along side a nutrition or promotional claim - in the case of the Cow&Gate advert on the right 'organic' - is enough to mislead and promote the whole range. The survey done by NCT website found that 36% of 7,729 respondents believe that they had seen an infant formula ad in the preceding 4 weeks.

Cow & Gate TV advert on UK



In **2004** Farley's relaunched its labels (above left) with a 'contemporary new pack design' dominated by the company name, an idealised baby picture on the follow-on milk and the other details lost. This label change was supported with a high profile advertising campaign showing a packshot of the follow-on milk when addressed to the general public, and infant formula when addressed to health workers. Otherwise the advertisements are almost identical. The text claims 'Every mum wants what's best for baby, and that's where Farley's helps. The unique formula of Farley's Follow-on Milk works in harmony with nature' and 'to improve your baby's immune system, Farley's Follow-on Milk contains special protective nutrients.' The health worker advertisement on the right, showing a child of the same age claims: 'Nucleotides help babies improve their immune system. You'll find them in mother's milk and Farley's'.

In 1984 when Wyeth introduced follow-on milks to the UK (labelled as suitable from 4 months) health professionals protested. Prof Michael Crawford of London Zoo analysed some samples and said the milks were more like rhinoceros milk than human milk.

The Baby Feeding Law Group is working to bring UK legislation into line with *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant World Health Assembly Resolutions. **Members:** Association of Breastfeeding Mothers - Association for Improvements in the Maternity Services - Association of Radical Midwives - Baby Milk Action - Breastfeeding Network - Food Commission - Community Practitioners and Health Visitors' Association - Lactation Consultants of Great Britain - La Leche League (GB) - Maternity Alliance - Midwives Information and Resource Service - National Childbirth Trust - Royal College of Midwives - Royal College of Nursing - Royal College of Paediatrics and Child Health - Unicef UK Baby Friendly Initiative.



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