

# Say NO to Nestlé's



Pregnant women and parents need support from health workers who are **INDEPENDENT** of baby milk companies

**SPONSORSHIP** by baby milk companies creates unacceptable conflicts of interest

The World Health Assembly has called for care to:

*"ensure that financial support and other incentives for programmes and health professionals working in infant and young child health do not create CONFLICTS OF INTEREST"*

**Resolution 58.32**

Sponsored events are not free - they are marketing strategies paid for by premiums added to the price of formula

**Say NO to baby milk company sponsorship:  
No promotion = Cheaper formula**

Nestlé drives down marketing standards in the UK and around the world. Say NO to Nestlé's



Baby Milk Action asked Nestlé to respect the World Health Assembly marketing requirements when it entered the UK market through its purchase of Pfizer Nutrition/Wyeth and the SMA formula brand. We have produced this leaflet because it is not doing so.

**www.babymilkaction.org**

## Here are 10 facts Nestlé executives do not want you to know. Think: why are they sponsoring health workers?

1. Nestlé entered the UK formula market in December 2012 when it completed its purchase of Pfizer Nutrition/Wyeth and the SMA formula brand. Baby Milk Action has campaigned against unethical promotion of SMA formula in the UK for many years and asked Nestlé to change marketing practices - but the signs are things are getting worse not better.
2. A favoured Nestlé strategy is targeting health workers with events and sponsorship - it wants contact details and to draw health workers into defending the company and promoting its interests and products.
3. Nestlé's marketing strategies undermine breastfeeding. For example, around the world it claims its formula will 'protect' babies. In reality, babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die.
4. Nestlé also puts babies who are fed on formula at unnecessary extra risk. Unless required by law, it refuses to warn on labels that powdered formula is not sterile or to explain the simple steps to follow to kill any bacteria that may be in the powder.
5. Nestlé claims that it abides by the *International Code of Marketing of Breastmilk Substitutes* adopted by the World Health Assembly. The Assembly is the world's highest health policy setting body. However, Nestlé's own policies are much weaker. For example, Nestlé's policies allow it to advertise formula brands on television.
6. The International Baby Food Action Network (IBFAN) exposes company strategies in its *Breaking the Rules* monitoring reports. Nestlé executives said they would act on just 3% of the cases highlighted in the last report.
7. Nestlé violates the *International Code* and other Resolutions of the World Health Assembly more than any other company. The aim of these measures is to ensure that mothers are not discouraged from breastfeeding and that breastmilk substitutes are used safely if needed. UNICEF says: "*Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year.*"
8. Nestlé drives down standards for the baby food industry as a whole: marketing practices are becoming noticeably more aggressive since Nestlé entered the UK and Irish markets.
9. Nestlé is the most boycotted company in the UK and one of the four most boycotted companies on the planet. The boycott helps to force some changes, but Nestlé has rejected a four-point plan from Baby Milk Action that would save babies' lives and ultimately lead to the end of the boycott.
10. Nestlé's baby milk marketing is just one issue. Other experts are campaigning about Nestlé's treatment of coffee and dairy farmers, abuse of trade union rights, its exploitation of water resources, concerns about child slavery and labour in its cocoa supply chain and other issues. Is this a sponsor to be proud of?



For further information, visit the website or scan the code with a smartphone:

**babymilkaction.org/notonestle**

**It's not a free lunch - it's a Nestlé marketing strategy**

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