



Gerber

GERBER PRODUCTS COMPANY
A NOVARTIS COMPANY

KURT SCHMIDT
PRESIDENT AND CEO

February 9, 2007

Mr. Mike Brady
IBFAN
Baby Milk Action
34 Trumpington Street
Cambridge, CB2 1QY
United Kingdom

Dear Mr. Brady,

Your letter to Dr. Daniel Vasella Chairman and CEO Novartis AG, has been referred to me for response as I work in Gerber Products Company, which markets the products you referenced.

At Gerber, we have worked very hard to understand and align ourselves with the WHO International Code of Marketing of Breast Milk Substitutes. We do not market infant milk formula (IMF). We provide five certified lactation educators on a 24 hour per day availability through our Gerber Parent Resource Center (1-800-4-Gerber). We receive approximately 350 breastfeeding contacts each month. We offer products to support the breastfeeding experience for mothers.

We support breastfeeding in our consumer and professional materials, and on our website. Here is a sample of text from www.gerber.com.

"As the Company that helps mothers and fathers raise happy, healthy babies, Gerber Products Company knows that breastfeeding provides the best nutrition for young babies, and confers other benefits as well. Breastfeeding can help lower a baby's risk for developing allergies and infections and may even decrease his or her risk of obesity later in life. Breastfeeding is a wonderful opportunity for bonding between mother and child."

We also are very mindful of the WHO Code in our guidance regarding the introduction of complementary foods. Our marketing practices in the Philippines are in compliance with our global standards. We are not engaged in any campaign to the contrary. We do participate in local industry trade organizations as a part of normal practice. In this instance, it appears that the primary debate you refer to is around marketing of infant milk formula, which is not a part of our product portfolio.

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We take our responsibilities to market ethically very seriously. We acknowledge your concerns and have discussed them with our local team. We will continue to monitor our marketing practices and our advocacy efforts to ensure that our messages to mothers are in support of breastfeeding.

Sincerely,

Obscured for security reasons

Kurt Schmidt/✉