

# INTERNATIONAL COUNCIL OF INFANT FOOD INDUSTRIES

(ICIFI)

The President

EWS/emt

As President of the Organisation representing the major international manufacturers of Infant Formula, I take pleasure in expressing my best wishes to you for a successful meeting and interesting stay in Geneva.

Your agenda includes one item of special concern to us, namely item 20.2, which is a proposed international code of marketing for breast milk substitutes.

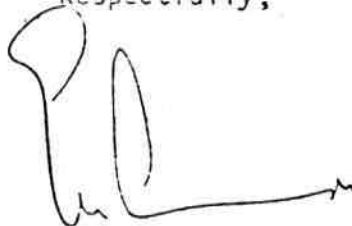
The World Industry has found this present draft code unacceptable and speaking individually, and also through ICIFI, has already expressed its concern to the WHO Secretariat that a single detailed and highly restrictive code, as presently drafted for your review at this meeting, would be often irrelevant and unworkable, bearing in mind the enormous differences in socio-economic, cultural and political conditions between the Member States.

We have also expressed real fear that the various provisions if applied could actually have a negative effect on child health by restricting the flow of factual and objective information, both to the medical profession and to the mothers in need. Such information is essential to encourage the appropriate and correct use of breast milk substitutes, when these are necessary.

I am taking the liberty of bringing to your attention recent publications which support ICIFI's firm belief that a broad framework of international principles would be far more appropriate.

In the light of these serious concerns, we do urge your close examination of the enclosures and invite your enquiries. My colleagues and I stand ready to respond to your calls for any additional information.

Respectfully,



E.W. Saunders

Enclosures :

- Wall Street Journal  
article, Jan. 14, 1981
- Congressional Record,  
Jan. 9, 1981
- Congressional Record,  
Jan. 13, 1981

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