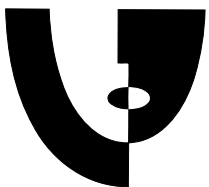


UPDATE

BABY MILK
ACTION



Infant Formula Explained - new DVD

Nestlé admits LCPs have no effect in formula

Stop the violations says World Health Assembly

Danone has 6 months to agree to change practices



Baby Milk Action

Baby Milk Action is a non-profit organisation which aims to save infant lives and to end the avoidable suffering caused by inappropriate infant feeding. We work as part of the International Baby Food Action Network (IBFAN) to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry. IBFAN has over 200 member organisations in more than 100 countries.



Baby Feeding Law Group

Baby Milk Action is the Secretariat for the Baby Feeding Law Group which is working to bring UK legislation into line with UN Resolutions. BFLG members include consumer and mother-support groups and professional bodies such as the Community Practitioners and Health Visitors' Association, the Royal College of Midwives, the Royal College of Nursing, the Royal College of Paediatrics and Child Health, and UNICEF's Baby Friendly Initiative.



International Code

We work for controls implementing the *International Code of Marketing of Breast-milk Substitutes (The International Code)*. This Code was adopted in 1981 by the World Health Assembly (WHA), the world's highest policy setting body. The *International Code* bans all promotion of breastmilk substitutes and was adopted as a 'minimum requirement' to be implemented by member states 'in its entirety'. The *International Code* and the subsequent relevant WHA Resolutions, which have clarified or extended certain provisions of the Code, must be considered together in the interpretation and translation into national measures.

Cover: Italian MEP Licia Ronzulli returned to the European Parliament in September with her seven-week-old daughter Vittoria in order to vote on proposals to improve women's employment rights. **Photo:** REUTERS/Vincent Kessel

Hear the debate online: <http://www.europarl.europa.eu/wps-europarl-internet/trd/vod/player?date=20101018&language=en> Also see box on Page 4.

Protecting breastfeeding

There is no food more locally produced or sustainable than breastmilk. A breastfed child is less likely to suffer from gastroenteritis, respiratory and ear infections, diabetes, allergies and other illnesses. In areas with unsafe water a bottle-fed child is up to 25 times more likely to die as a result of diarrhoea. Reversing the decline in breastfeeding could save 1.5 million lives around the world every year. Breastfeeding helps fulfill the UN Millennium Development Goals and has the potential to reduce under-5 mortality by 13%. A further 6% of deaths could be saved through appropriate complementary feeding. Breastfeeding also provides health benefits to the mother, such as reduced risk of some cancers.

Protecting babies fed on formula

Breastmilk substitutes are legitimate products for when a child is not breastfed and does not have access to expressed or donor breastmilk. Companies should comply with composition and labelling requirements and other Code requirements to reduce risks - independently of government measures. Parents have a right to accurate, independent information. **Baby Milk Action is not anti-baby milk.** Our work protects all mothers and infants from irresponsible marketing.

Contact details

34 Trumpington Street, Cambridge,
CB2 1QY, UK
Tel: (01223) 464420 Fax: (01223) 464417
info@babymilkaction.org www.babymilkaction.org

Baby Milk Action is funded by membership (£18 waged, £7 unwaged, £25 family, organisation fee dependent on turnover), donations and merchandise sales. We have received grants from CAFOD, Christian Aid, The Joffe Charitable Trust, The Network for Social Change, Oxfam, Save the Children, SCIAF, S E Franklin Deceased Charity, The United Reformed Church, Rowan Charitable Trust.

Update 43 was written by Mike Brady and Patti Rundall. *Update* is free to members and affiliates. It is available electronically at:

www.babymilkaction.org



Thinking strategically



Mike Brady, Campaigns and Networking Coordinator, writes: Baby Milk Action is part of the International Baby Food Action Network (IBFAN). With our partners we are monitoring baby food companies against the *International Code of*

Marketing of Breastmilk Substitutes, adopted by the World Health Assembly, which came about partly as a result of the Nestlé Boycott (pg 9).

In this Update we report on our advocacy with our IBFAN partners at the World Health Assembly for a new Resolution which helps keep pace with new marketing strategies and scientific knowledge (pg 6). IBFAN works to bring the Code into legislation and defend measures which support parents and carers (pg 8). We also work to improve the global standards on the composition and labelling of baby foods which helps protect all babies - those fed on formula as well as those breastfed. (pg 12).

Our Policy Director, **Patti Rundall** (right), received a second Caroline Walker Trust Award 2010 in November (the first in 1989). The citation reads: *'Patti continues to be an absolute force in ensuring that infants' and children's nutritional health is protected by challenging health claims and promoting optimal infant feeding worldwide.'*



Nestle is the market leader, more since so taking over Gerber, and sets trends others follow (pg 14). Monitoring has revealed how much of a problem Danone has become since buying the Nutricia, Milupa and Cow & Gate brands and must clean up or we will call for a boycott to put pressure on its executives (pg 13). Nestlé is now one of the four most boycotted companies on the planet (pg 18). Our resources and campaigns help you to promote the boycott and increase the pressure (pg 19 - 24). The boycott has forced

some important changes in policies and practices and recently forced a crackdown on big displays of Nestlé formula in supermarkets in Africa. However, the company is still refusing to end other harmful practices (pg 17).

We communicate directly with the baby food companies and, together with organisations campaigning on other aspects of Nestlé malpractice, have registered complaints with the UN Global Compact and Swiss Government. Their failure to act exposes fundamental problems with current systems for holding corporations to account and we are making the case for a stronger international regulatory framework (pg 16). Interestingly, Nestlé argued at its AGM that regulations are unnecessary, claiming it already has sound principles and core values (pg 18).

We also work on our own doorstep in the European Union (Pg 11) and the UK, where the new Coalition Government is presenting new challenges (Pg 4). Once again it is people like you reporting cases of aggressive company marketing that provides the evidence we need to bring in the changes which will allow all parents to make fully informed decisions. Our new DVD, produced with the Baby Feeding Law Group, provides objective information and is a useful resource for health workers to use with parents who intend to use infant formula (pg 10).

Contents:

	Page
UK/BFLG news	4-5
World health Assembly	6
International news	7
World Breastfeeding trends	8
Breaking the Rules 2010	9
Infant formula Explained DVD	10
EU Health Claims	11
Global standards	12
Corporates in Education	13
Nestle news and boycott	14-23
New in the Virtual Shop	24



BFLG says NO to corporate funding and influence

Since May, the UK has had a Conservative/Liberal Democrat Coalition Government. In its first few months of office it has proposed radical cuts to public spending and a pro-market approach in health reforms. In November, the *Guardian* revealed that the Health Secretary, **Andrew Lansley**, had invited the major food companies to help him write health policy on obesity. Asking them to identify priorities and barriers, such as EU legislation, that they would like removed. Lansley has assured companies that he wants to explore voluntary not regulatory approaches.¹

For those of us seeking to strengthen rather than weaken legislation on marketing this is a worrying time. However, we are holding on to the fact that the *Coalition Programme for Government* does promise to 'crackdown on irresponsible marketing', to 'promote public health', to 'protect consumers' and to 'tackle health inequalities'. Also, the **Liberal Democrats** (like the **Greens**) have officially signed up to the **Nestlé Boycott** and to the demands of the **Baby Feeding Law Group** (BFLG) and the **Breastfeeding Manifesto Coalition** (BMC) - namely to fully implement the *International Code* and WHA Resolutions.

The obesity programme, **Change4Life** (C4L), set up by the previous Labour Government, had an off-spring called **Start4Life** (S4L) which covered infant feeding. In response to our lobby, and unlike C4L, S4L did not have corporate sponsors so its messages were not weakened.

In July Lansley asked **Nestlé**, **Pepsi**, **Coca Cola** and others to increase funding to C4L. In **September**, we heard that S4L might also have to have corporate sponsors. BFLG and BMC - representing over 40 health professional and lay organisations - including the **Royal College of Paediatrics and Child Health** and the **Royal College of Midwives**, wrote to the **Department of Health** and to Lansley, listing companies that we would find totally unacceptable: **any infant feeding, food, tobacco or alcohol company and any company targeting families**. We said that companies such as leisure, telecommunications or financial services should be considered **only**

if they are first thoroughly checked for bad social practices and monitored on an ongoing basis.

We reminded the Government of its obligations under the *International Code*, the WHA Resolutions and the *Global Strategy for Infant and Young Child Feeding* to provide objective, evidence-based information on infant and young child feeding and most of all to **avoid conflicts of interest**. Baby Milk Action suggested raising funds from junk food, alcohol and tobacco taxes.

The response to us from Lansley's office, and from Public Health Minister **Anne Milton** to **Annette Brooke MP**, says DH is fully committed to promoting and encouraging breastfeeding and UNICEF's UK Baby Friendly Initiative accreditation in the NHS, which includes adhering to the *International Code*. DH also promised to consult BFLG members on any potential S4L sponsors.

STOP PRESS: Breastfeeding at work

As we go to press a new White Paper *Healthy Lives, Healthy People: Our strategy for public health in England* is published. This highlights the need to increase UK breastfeeding rates, which at 46.2% at 6-8 weeks, are among the lowest in Europe. The White Paper states that: "The Department of Health will work in partnership with employers to encourage breastfeeding-friendly employment policies, through pilots involving an acute NHS trust, over 300 children's centres in areas with low breastfeeding rates, a primary school and a secondary school." This is a welcome move, although nothing is said about the Review of the formula marketing regulations sitting in Lansley's in tray. And of course what women really need is the protection of the **ILO Maternity Protection Convention** (C103) - the legal right to breastfeeding breaks which is under discussion in the European Parliament and common in European and more than 90 countries worldwide.

● In the UK the majority of women give up breastfeeding long before they want to and before they return to work, because they failed to get the right advice and support (all affected by marketing). Of those still breastfeeding between six and nine months, over 20% cited return to work as the reason for stopping breastfeeding. Only 14% of employers offered facilities to express milk. Ref: UK *Infant Feeding Survey* (2005)
see: www.ibfan.org/fact-maternity.html
www.waba.org.my/resources/activitysheet/acsh6.htm



Nestlé: Get Set, Approval Gone!



Sustain's Children's Food Campaign (CFC) found that Nestlé's "Get set, go free" promotion breached a key message of the C4L campaign - to swap sugary foods and drinks for lower sugar or sugar-free products. A CFC survey found that 24 out of the 27 Nestlé products in the promotion are officially categorised as "high in sugar." The Department of Health admitted that an error had been made when it approved Nestlé's use of the logo on the website - so the logo was removed.² www.bbc.co.uk/news/health-11541433

Royal College of Midwives drops formula adverts

We congratulate the Royal College of Midwives for deciding in 2010 to remove all adverts for breastmilk substitutes from their journal. Meanwhile the Community Practitioners and Health Visitors Association (CPHVA), another Baby Feeding Law Group (BFLG) member, which has never carried follow-on milk adverts, is steadily reducing the number of infant formula adverts carried.

RCSLT backs the Code

Members of the Royal College of Speech and Language Therapists were concerned to find Nestlé advertising in their journal and a defence of its baby food marketing practices on the letters page. The RCSLT's new policy allows no advertising from companies that violate the *International Code*. RCSLT has also joined the **Breastfeeding Manifesto Coalition**, so will be campaigning alongside us for the strengthening of the UK formula regulations.

PAM LACEY AWARD FOR BREASTFEEDING COUNSELLORS



We are saddened to report the death on the 5th November of Pam Lacey, Chair of the Association of Breastfeeding Mothers (ABM). Pam (left) has been a generous and wonderful support to Baby Milk Action and we'll miss her terribly. Under her leadership ABM has gone from strength to strength and has been an outspoken ally in the struggle to protect and support breastfeeding everywhere. ABM plan to set up a new **Award for Breastfeeding Counsellors** in her honour.

The 2009 Julie Crawford Award for Health Visitors, was presented to the inspirational Alison Spiro from North West London at Baby Milk Action's AGM in April 2010 (right). The Award was set up by the **Baby Feeding Law Group** in honour of Julie, a former Director of Baby Milk Action who died in 2001. We are seeking nominations for the 2011 Award now. Candidates must be practising health visitors who have made a significant contribution to breastfeeding support in the UK, facilitating universal access for support that is independent of commercial influence.



<http://info.babymilkaction.org/pressrelease/pressrelease22apr10>



World Health Assembly adopts two landmark Resolutions on the promotion of junk foods and baby foods



Twenty nine years after the adoption of the landmark *International Code of Marketing of Breastmilk Substitutes*, the World Health Assembly adopted two new historic Resolutions which may have a long-lasting impact on child health.

The "Junk Food Code" First, a Resolution (WHA 63.14)¹ proposed by Norway, calls for Member States to implement a set of Recommendations (which we had input into) on the *Marketing of foods and Non-alcoholic Beverages to Children* - referred to by many as the 'Junk Food Code'. These call on governments to take a lead in policy setting and to restrict marketing, including in 'settings where children gather' (e.g. schools) and to 'avoid conflicts of interest.'

A new Resolution on **Infant and Young Child Nutrition** (WHA 63.23) highlighted the damaging impact of the commercial promotion of baby foods on the health and survival of children and on childhood obesity. The Resolution, initially proposed by Peru, aims to raise the profile of nutrition in public health policy setting - a double-edged sword which can create opportunities for market-led solutions to development (see pg 12) so we were on guard. After three days of discussion with many developing countries highlighting industry's continued irresponsible promotion, the Resolution was adopted with several key amendments.



Briefing the US Surgeon General, Vice-Admiral Regina Benjamin, at the World Health Assembly.

Infant and Young Child Nutrition Resolution (WHA 63.23) key points:

- The Resolution expresses "further concern over reports of the ineffectiveness of measures, particularly voluntary measures, to ensure compliance with the International Code of Marketing of Breast-milk Substitutes in some countries."
- recognizes "that the improvement of exclusive breastfeeding practices, adequate and timely complementary feeding, along with continued breastfeeding for up to two years or beyond, could save annually the lives of 1.5 million children under five years of age."
- Member States are called on to protect, promote and support breastfeeding during emergencies, to plan ahead using the *Operational Guidance on Infant and Young Child Feeding in Emergencies for Emergency Relief Staff*³ and to ensure that any required breastmilk substitutes are purchased, distributed and used according to strict criteria.
- to "end to all forms of inappropriate promotion of foods for infants and young children and to ensure that nutrition and health claims shall not be permitted except where specifically provided for foods for infants and young children except where specifically provided for, in relevant Codex Alimentarius standards or national legislation".
- to "develop and/or strengthen legislative, regulatory and/or other effective measures to control the marketing of breastmilk substitutes in order to give effect to the International Code [and relevant WHA Resolutions]"
- "Calls upon infant food manufacturers and distributors to comply fully with their responsibilities under the International Code [and subsequent relevant WHA resolutions]

The importance of breastfeeding in reducing child mortality was highlighted in Resolutions on the *Prevention of Pneumonia* (WHA 63.24, 1.5.c) proposed by the UK and the *Millennium Development Goals* (WHA 63.15, 1.6).

Warning: Nestlé is lobbying policy makers in Africa to be included as partners in health policy setting. WHA Resolutions 49.15, 58.32, 61.20. call for Conflicts of Interest to be avoided.

1 All 2010 Resolutions: http://apps.who.int/gb/ebwha/pdf_files/WHA63-REC1/WHA63_REC1-P2-en.pdf
 2 www.who.int/dietphysicalactivity/publications/recsmarketing/en/index.html
 3 www.ennonline.net/resources/6.



The Revolving Door, WHO and the World Economic Forum

In Update 42 we reported our concern about the presence of the World Economic Forum (WEF) on the International Advisory Council (IAC) of WHO's new Global Network for Non-Communicable Diseases (NCDnet). Peter Brabeck, Nestlé's CEO is on the Board of WEF.

NCDnet was masterminded by Janet Voûte, who, with no cooling off period, has moved from WHO to Nestlé as Vice-President responsible for global public affairs policies and strategies. We are not sure if WEF remains on the IAC. Other notable revolving door examples are Derek Yach - WHO's Executive Director for Chronic Disease, now Pepsi-Co's Senior Vice President, and Gro Harlem Brundtland, WHO's Director General (1998-2003) who joined the Pepsi Blue Ribbon Advisory Board. See *The Door Revolves Again*. World Public Health Nutrition: www.wphna.org/doorrevolves_nov2010.asp

Philippines welfare solution?

IBFAN and the BFLG wrote to Mead Johnson (MJ) and the Philippine Government about *Alactagrow* for one-year olds and above. MJ's promotions, labels and gifts (right) claim that *Alactagrow* boosts brain, bones and immunity.



However, *Alactagrow* was deemed substandard by the FDA because of its low fat level and MJ distributors had to recall the product in September 2010. We are worried that MJ may pressure the Philippines Government for permission to donate the recalled cans to the Department of Social Welfare and Development!

● Meanwhile a new Breastfeeding Bill - containing many loopholes - has been submitted to the Philippines Senate. See our website for details of how to help.

● Mead Johnson in the US was forced to discontinue its chocolate flavoured *Enfagrow* Follow-on Milk in June after many complaints.

Beetles in Abbot formula

Abbott Laboratories waited a week after discovering beetle contamination before issuing a recall of 5 million units of *Similac* infant formula in September. ● See IBFAN's briefings on BPA in baby bottles and other contaminants: www.ibfan.org/fact-contaminants.html www.ibfan.org/art/Written_Submission_by_IBFAN_stakeholder_meeting_WHO_FAO.pdf

UNICEF and the Pakistan flood



The dramatic pictures and stories illustrating flood-affected Pakistan prompted UNICEF to write to the Guardian: "Unicef would like to express its concern about the potential impact of this story on the emergency response and the health and survival of young children in Pakistan – a concern shared by many other humanitarian agencies..... Bottle-feeding in Pakistan is now even more dangerous than it ever was. The 6 September article highlights the extremely poor conditions of sanitation and hygiene in Reza's home: the sewage, flies everywhere, the filthy flood waters. How is Reza's mother going to sterilise that bottle? In addition, donations of milk are likely to be fed – and pose most risk of diarrhoea, malnutrition and death – to the youngest and most vulnerable infants who could be breastfed."

www.guardian.co.uk/world/2010/sep/22/unicef-bottle-feeding-fears-pakistan

Indonesian Law

A new Indonesian law stipulates that anyone who stands in the way of babies being exclusively breastfed for the first six months of life will be fined and sentenced to up to a year in prison.



Despite progress 42 million infants are sub-optimally fed

As a Global Advocacy Task Force Coordinator, we joined the **World Alliance for Breastfeeding Action (WABA) Global Partners Forum** in Penang, Malaysia in October where an important new report (and website) was launched by IBFAN Asia. *The WBTi State of Breastfeeding in 33 Countries: 2010, Tracking Infant and Young Child Feeding Policies and Programmes Worldwide*¹ is packed with useful charts which highlight gaps in policy which lead to babies missing out on their foundation for development and protection from disease. Millions of newborns in the 3 continents studied (so far only developing countries) are still not receiving any breastmilk at all and fewer still are breastfed for six months of life.

The ten areas of action highlighted in the *Global Strategy for Infant and Young Child Feeding* are used to score the policies and programmes of 33 countries **RED** (worst) **YELLOW**, **BLUE** or **GREEN** (best). Although much progress has been made, **NO** country has yet achieved a **GREEN** rating and only **9** received a **BLUE** rating. Most have not raised exclusive breastfeeding rates because of weak or un-coordinated action on three of the most important interventions: having a national plan of action with a budget; good health care support facilities and adequate

maternity protection. Bridging these gaps could help achieve one of the aims of the UN Secretary General's new *Global Strategy for Women's and Children's Health*, that 21.9 million more infants are exclusively breastfed for first six months by 2015. It would also contribute towards the UN's *Countdown to 2015, Maternal Newborn and Child Survival Report*.

Dr Arun Gupta, the creator of WBTi and IBFAN's Regional Coordinator for Asia explains: "What does this mean? Over 78 million babies are born in the 33 countries featured in the report - more than half of the babies born in the world. Yet only about 36 million of these are exclusively breastfed for the first six months. Over 42 million children are still sub-optimally fed. If you look at the booming economy block of Brazil, India, China - despite their progress and the important steps taken to protect health - there are key gaps which mean that infants



From the left: Anwar Fazal, Dr Arun Gupta, Dr Raj Anand and Sarah Amin celebrate the release of IBFAN's WBTi Report at the WABA Conference in Penang, October 2010.



and children are losing out on the benefits. It's vital that policy makers ensure that the drive to expand economies does not take precedence over the health of children."

¹ World Breastfeeding Trends Initiative (WBTi) is part of the IBFAN/WABA *Breastfeeding Initiative for Child Survival* (gBICS). www.worldbreastfeedingtrends.org/WBTi-report.php



Breaking the Rules - Stretching the Rules 2010

Breaking the Rules - Stretching the Rules 2010 (BTR) is published by IBFAN's International Code Documentation Centre (ICDC) in Penang, Malaysia. BTR examines the marketing activities of the major infant feeding companies using the *International Code* and subsequent relevant resolutions (the *International Code*) as benchmarks. Unlike industry funded analyses, BTR looks at real labels and promotion - not just what companies SAY they do. Some companies will dismiss this report out of hand but anyone wishing to understand how marketing undermines infant health should buy a copy.

The global market:

The baby food market exceeds **US\$24 billion** per year according to global marketing reports. Double-digit growth is forecast for several regions up to **US\$38.7 billion** by 2015. So the pressure to increase market share is intense - even by governments (see NZ Box). Although 77% of countries have taken some action to implement the Code, monitoring and enforcement are still inadequate, particularly when laws and legal systems are weak. Only effective national legislation, properly enforced and monitored - **independently from the companies** - can protect child health.

New Zealand's Economic Development Minister **Gerry Brownlee** stated in October: *"A kilo of infant formula is worth ten times the value of a kilo of milk powder, so it's obvious which product New Zealand should be selling."* New Zealand earned more than \$750 million from milk formula exports in 2009.¹



Health facilities especially those not Baby Friendly, are still the preferred avenue for promotion, providing much sought after 'medical endorsement.' Prescription pads with formula pack shots to tick are used all over the Middle East. Free formula donations are still provided - in secret - to private clinics and hospitals along with offers of services, sponsorship and gifts.

Branding: "Premiumization". "Gold" and "Premium" logos are used to suggest a higher grade and more expensive formula. In Singapore, 'premium' cereals are all the rage. Toddler/Growing-Up Milks are also on the rise.

Online marketing is much less costly than print advertising and keeps mothers' attention for longer. Baby Clubs build brand loyalty with personalised sequencing of gifts, baby record booklets and samples. Wyeth (now owned by Pfizer) gets mothers to confirm they have read the 'breast is best' message before moving to promotional sites.

Claims Galore for prebiotics, probiotics, bifidus, lutein, DHA, ARA, Immunofortis - scientific sounding terms used to baffle and mislead parents.

Sponsorship and conflicts of interest: The majority of national paediatric associations are dependent on the largesse of companies - four are even endorsing products. Sponsorship of infant feeding programmes is a conflict of interest and is not allowed by WHA resolutions.

Incentive schemes: For the first time in years, incentive schemes, prohibited by the Code, are used by Wyeth-Pfizer and Dumex-Danone.

¹ Radio New Zealand News 29 October 2010. www.radionz.co.nz/news/rural/60638/processed-foods-key-to-nz-earnings-rise-report



Infant Formula Explained - a new educational resource

The most common questions asked by parents and carers who intend to use infant formula are probably, 'Which formula is the best?' and 'How do I make a bottle?' A new film for health workers developed by **Baby Milk Action** with **Mark-It TV** and the **Baby Feeding Law Group**, aims to equip health workers with the information they need to answer these questions and others.

Why is Baby Milk Action venturing into this area? As we campaign to stop company promotion, a question often raised is, 'Where will health workers and mothers find the information they need?'

We interviewed various experts from the **Baby Feeding Law Group** to provide objective, independent information for health workers. There is a companion short film that health workers can use with parents and carers who intend to use formula to explain the differences between products on the market and how to reconstitute powdered formula in line with World Health Organisation and Department of Health guidance.

So which is the best formula? Look at the information baby food companies put on their websites and in information for health workers and you would believe that their particular brand is the best. Graphs show the company's product is not only closer to breastmilk than competing brands but not far off being equivalent. They can't all be telling the truth and closer analysis finds that none of them are. Indeed, by law all formulas on the market have to contain all ingredients known to be necessary.

Companies base their marketing campaigns on 'optional' added ingredients, but as the experts explain, there is no proven benefit from these. Indeed, one company (Danone) fell foul of the **Advertising Standards Authority** in 2009 for claiming its formula is the best when there is no basis for the claim. Companies violate the *International Code* by targeting healthworkers, offering gifts and money to meet if the health facilities don't allow it. Danone has even been offering midwives grants branded with its *Aptamil* formula name. Companies know how important it is to reach health workers. So do we.

Ordering the *Infant Formula Explained* films

The films are available under licence and can be packaged with other popular **Mark-It Television** titles on breastfeeding and baby-led weaning. The licence allows a hospital, primary care trust, children's centre or teaching establishment to use the health worker film with staff and show parents and carers the film developed for them. The films can be provided on multiple DVDs, or electronically for use on an establishment's intranet.

In focus groups with health workers, virtually all said they would like the DVD to be used in their facilities and half said they would modify their responses to the question 'Which is the best formula' after seeing the health worker film, or be more confident about their answers. One comment was, "Brilliant, opinions from a varied group and very factual, a real eye-opener for health workers."

Infant Formula Explained includes interviews with: Dr. Wendy Jones (Pharmacist), Dr. Colin Michie (RCPCH), Gabrielle Palmer (Nutritionist), Sally Marchant (MIDIRS), Gillian Weaver (UKAMB), Mike Brady (BFLG), Rosie Dodds (NCT), Vicky Carne (MIDIRS), Shel Banks (IFIT), Liz Schofield (Midwife).

- Contact us if you would like to receive a review copy of the DVD for your publication.





EU deadline for DHA, ALA claims

All health claims in Europe are covered by the **European Nutrition and Health Claims Regulations (1924/2006)** and before being approved must be analysed by the **European Food Safety Authority (EFSA)**. (UD 41 & 42.)

In examining the thousands of claims submitted, EFSA has deemed the scientific basis for vast majority of formula claims for *Immunofortis*, *prebiotics* etc to be unsubstantiated, but considers that there is evidence to support 4 claims that DHA/ALA contributes to brain and eye development in infants and children. **EU Member States (MS) will vote on whether these 4 claims should be permitted at the Standing Committee on Food Chain and Animal Health (SCoFAH) meeting on 6th December.**

While the benefits of Long Chain Polyunsaturated fatty acids (LCPs) in breastmilk are proven, the case for adding synthetic LCPs to the different environment of infant formula has not been, something **Nestlé**, for one, has finally admitted (pg 15). The case for adding LCPs to follow-on milks, which are part of a mixed diet, and **then to make promotional claims is weaker still.** We believe that EFSA gave bad advice in this case because it is *not required* to look at independently-funded research or reviews or to look at **'risk'** - task that is left to Member States and the EU Commission. So the *Cochrane Review*, the 98 reports of adverse reactions to the *US FDA*, the banning of DHA fatty acids in products with the US federal organic label, and the calls for warnings rather than claims, seem to have been ignored.

Since **July**, responsibility for claims has been transferred from the **Food Standards Agency** to the **Department of Health (DH)** who will now attend the EU meetings which take place behind closed doors in Brussels. We have been calling for years for these procedures to be more transparent, accountable and democratic. (See *Time to change the Rules?* UD 42.) The DH notes of the meeting are cryptic, but they do indicate that several Member States share our concerns about the lack of evidence to support the claims, how industry will use them and the impact the claims will have on public health messages - not just in the EU but globally. If passed, follow-on milks and any food meeting the criteria could carry these highly promotional claims, further undermining the role of unprocessed family foods. Infant formulas can carry only **'nutrition'** claims (stating the presence of DHA) not a **'health'** claim. Illogical when the DH position is that follow-on milks confer no health advantage. Applying **'Conditions of Use'** guidance would work only if these excluded all foods, milk and drinks for infants and young children.

- Green MEP **José Bové** called for the resignation of **Diána Bánáti**, Chair of EFSA, because she was a member of the board for the **International Life Science Institute**, 50% of whose Board members are from industry. The EFSA Board defended her appointment but in order to **'avoid misperception'** asked her to step down from management positions in any organisations that represent the food industry.
- See **Policy Blog** for links to EFSA's rejected claims and rmore: <http://info.babymilkaction.org/>

"The evidence for effectiveness of DHA addition to formula for term babies in terms of improved long-term mental development is weak at best ... until stronger data are available I would opt for a view that the effects of DHA on mental development are not sufficiently documented to establish public health policy." Ricardo Uauy, London Sch. of Hygiene & Tropical Medicine, June 2010.

"We find the case for labelling infant formula or follow on formula with health or nutrition claims entirely unsupported. If an ingredient is unequivocally beneficial as demonstrated by independent review of scientific data it would be unethical to withhold it for commercial reasons. Rather it should be made a required ingredient of infant formula in order to reduce existing risks associated with artificial feeding." UK Government's Scientific Advisory Committee on Nutrition (SACN) 2007

Whatever next?

Cow Colostrum for infants.
On sale in Vietnam, with DHA claim, supposedly collected within two hours of delivery. Imported from New Zealand
Photo: Claire Champion





GAIN pushes a market-led approach at Codex

In November, we joined IBFAN Africa and Infact Canada at the 2010 Codex meeting on Nutrition in Santiago, Chile. The **Codex Alimentarius Commission** sets global food standards and industry delegates can outnumber government delegates at meetings. It took us over a decade to bring the baby food and formula standards into line with the *International Code* and Resolutions - not least because the Chair, Prof. Grossklaus, was consistently biased towards industry. He famously threatened us with a "Red Card" (UD37) for calling for independently funded science and declarations of conflicts of interest. Grossklaus retired in 2009, and the new chair Pia Noble, is somewhat fairer. However the big power blocks of the US and EU still have disproportionate power. For example, in the debate about India's proposals for a standard for baby foods for underweight children, **Basil Mathioudakis**, speaking for the **European Commission**, tried to weaken wording protecting 6 months exclusive breastfeeding - perhaps because the EU baby food Directive still allows labelling from 4 months. The **Global Alliance for Improved Nutrition (GAIN)** (see UD 42) hovered behind the scenes pushing its market-led approach to development - the idea that 'formulated' baby foods and supplements should be promoted to the general public for the *prevention* of malnutrition. Such marketing is dangerous. It can create dependency on imported foods and undermine breastfeeding and traditional healthy feeding habits and skills.¹



Education - Wyeth style

Among the many promotions for imported fortified milks in the Philippines, this one is appalling. A notice in a Manila supermarket aisle beside *S26 Progress* toddler milks (1-3 yrs) and *S26 Promil Gold* (6-12months) says: "A toddler can learn anywhere - even in this aisle. Teach him what these items are and help him write them on this paper. Help him make better Progress" Photo: Karleen Gribble

Breastfeeding promotion: a good idea? If so, who pays?



Follow this link to a 4-minute film where passers by are interviewed about a **Save the Children** breastfeeding advertising campaign in China in September: http://v.youku.com/v_show/id_XMjE5OTMyODg4.html?referal=ebulletin&date=wk8-12nov

Advertising may help change attitudes, but it can also soak up funds and divert attention away from less noticed, but essential interventions such as health-worker training, peer counselling or marketing controls. It can also attract unhealthy sponsors - see below. Tell us what you think.

Below: In India it is illegal to advertise products for children under 2. Nestlé gets round this by promoting World Breastfeeding Week with the Nestlé logo!





Pfizer/Wyeth breaks Saudi law

Pfizer/Wyeth 'Breastfeeding Educators' continue to turn up at breastfeeding events in Saudi Arabia distributing booklets containing bad information which have not been approved. Saudi law states: "The health care institutes are prohibited from using the employees of the producers, importers and distributors for mother's milk substitutes and their staff to work in the field of child and maternity care."

Nestlé's noble mission

Nestlé's *Creating Shared Value* forum in London on 27 May, aimed to reposition the company as a leader in sustainability, healthy food and education. **Niels Christiansen** was in full flow: "We now reach about five million children...and we're going to be expanding this to about eighty countries... We've started a programme to educate teenage girls on good nutrition before they get married and become pregnant, because that's where we think we have to start, really - before

the woman even becomes pregnant." No mention of the *International Code* or that this is a conflict of interest. Our questions to the online event were ignored but a vote at the end showed that less people believed sustainability was embedded in business than at the beginning!

- Nestlé also sponsored the **Women's Forum Global Meeting** in France in October. Nestlé CEO, **Paul Bulcke**, spoke on global health and malnutrition and overcoming "political, social, environmental and ethical obstacles" in Africa. **Urban Jonsson**, a former chief of nutrition at UNICEF, commented: "The business of Nestlé is to make money, selling processed foods, notably infant formula, weaning products, and products for young children. It is absurd that they should now be acting as if they are in the business of saving Africa. Public health is the responsibility of the public sector, including the UN system".
www.wphna.org/doorrevolves_nov2010.asp
For coming events see: <http://info.babymilkaction.org/diarydates> Tackling Obesity: How companies use Education to build Trust: <http://info.babymilkaction.org/node/156>

Danone's 'root and branch review' has made things worse

The latest global monitoring report from the **International Baby Food Action Network (IBFAN)**, called **Breaking the Rules, Stretching the Rules** (pg 9) shows that the 'root and branch review' Danone promised after taking over the NUMICO companies (Nutricia, Milupa and Cow & Gate) has resulted in practices becoming worse, not better. Danone is rivalling Nestlé in the extent of its violations, and has its own version of the Nestlé 'protect' logo (page **).



Danone has added shields to products around the world making claims that its added ingredient, **Immunofortis** builds the immune system. The UK **Advertising Standards Authority** and **European Food Safety Authority** are amongst those who have ruled that there is no evidence to substantiate this claim. Danone targets parents with baby clubs and offers free gifts to mothers and health workers, while providing misleading information.

Danone has promised to send us details of the changes it made as a result of its 'root and branch review.' We will read this with interest, but we want the company to drop its Immunofortis claims immediately and stop other violations or we will call a boycott of its key consumer brands. Watch for an announcement at the **World Health Assembly** in May 2011.





Nestlé attempts to defend its health claims...



According to UNICEF: *“Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year”*

According to the World Health Organisation: *“infants who are not breastfed in the first month of life may be as much as 25 times more likely to die than infants who are exclusively breastfed.”*

So how can Nestlé justify claiming on its labels that its formula *‘protects’* babies and has *‘new active immunity’*?

Below we give the defence provided by Nestlé’s Global Public Affairs Manager, **Dr. Gayle Crozier-Willi**, in a letter dated 2

November 2010, the latest in a long series. Dr. Crozier-Willi has also received thousands of emails from boycott supporters.

‘Gold Standard’ refers ‘to the Gold colour of the labels’

“The use of the term “Gold Standard” refers to the fact that this advanced formula is, in our view, the Gold Standard for formulas, in comparison to other less innovative infant formulas. The statement was made in product literature for the exclusive use of health care professionals and referred to the Gold colour of the labels. It was not in any sense meant to make a comparison with breast milk and the brochure was not available to mothers or to the general public. Yours is the only complaint that we have seen about this since the launch of the product, and in any case since that time, the brochure has been discontinued.”

‘Protect’ logo ‘is backed by scientific evidence’

“The ‘Protect’ logo is used on a new generation of sophisticated infant formula with a unique combination of specific strains of probiotics, long-chain polyunsaturated fatty acids, immune-nutrients and selected proteins. This unique combination has positive effects on the infant’s physiology and metabolism with other formula without these ingredients. However, we in no way suggest that the formula is equal to or superior to breastmilk.”

Are these claims of ‘positive effects’ true? See our crowdsourcing experiment right. The ‘protect’ logo is shown here on a tin from the display in rural Malawi and appears in many other developing countries. No mention is made of comparison with other formulas.

Article 9.2 of the *International Code of Marketing of Breastmilk Substitutes* states: *“Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealise the use of infant formula.” [emphasis added]*





... but finally admits added LCPs have no benefit

The Cochrane Library has reviewed research on ingredients that Nestlé and other companies highlight such as DHA and ARA Long Chain Polyunsaturated Fatty Acids (LCPUFAs) and concluded:

"It has been suggested that low levels of long chain polyunsaturated fatty acids (LCPUFA) found in formula milk may contribute to lower IQ levels and vision skills in term infants. Some milk formulas with added LCPUFA are commercially available. This review found that feeding term infants with milk formula enriched with LCPUFA had no proven benefit regarding vision, cognition or physical growth."

Similarly, Cochrane Library reviews have found no benefit from adding prebiotics and probiotics. Nestlé has finally acknowledged the Cochrane Library findings, but says: "we do not make any claim on product labels that contradicts the Cochrane Library's reviews".

How can basing the global marketing campaign around the added ingredients be reconciled with the acknowledgement that there is no proven benefit from adding them to formula, a totally different environment to breastmilk? Dr. Crozier-Willi sees no contradiction, stating:

"Our statement is that DHA and ARA are 'two special fatty acids found in breast milk, which are important for your baby's defence system, and contribute to the development of brain and vision.'"

So Nestlé's defence is it is talking about the benefits of breastmilk, not its formula!

Crowdsourcing - your chance to unpick Nestlé's argument

It is disingenuous for Nestlé to pretend it is not claiming benefits for its formula. Its materials and arguments need close scrutiny and we would like you to help. Visit our website for full details of Nestlé's defence of its claims, dig into the research and give us your analysis.

Here's an example of what to expect. In earlier correspondence about a 'Brain Building Blocks' claim Nestlé used about LCPs, Dr. Crozier-Willi referenced research to support it, without giving the title of the study. Perhaps because this was: *"The role of polyunsaturated fatty acids in term and preterm infants and breastfeeding mothers."* This states: *"many studies have demonstrated advantages of breastfeeding versus formula-feeding on subsequent cognitive and visual function."* Regarding the supposed benefits of adding LCPs to formula, the paper urges caution over studies suggesting some early effects: *"Although one logically may assume that these early effects may have long-term effects, this assumption is not warranted by the available data."*

So the best study Nestlé could cite actually contradicts the theory that adding LCPs to formula brings benefits. After many letters - and thousands of emails from members of the public - it is welcome that Nestlé now accepts the Cochrane Library reviews and admits this. But it still refuses to remove the logos and stop the aggressive marketing. More pressure is clearly needed.



UN Global Compact - 10 years of helping cover up corporate malpractice

Baby Milk Action and other campaign groups concerned about 'egregious' violations of the **Global Compact Principles** by Nestlé registered a complaint with the **UN Global Compact Office** last year under its *Integrity Measures*. Concerns raised in our joint report (right) included:

- aggressive marketing of baby milks and foods and undermining of breastfeeding, in breach of international standards
- trade union busting and failing to act on related court decisions
- failure to act on child labour and slavery in its cocoa supply chain
- exploitation of farmers, particularly in the dairy and coffee sectors
- environmental degradation, particularly of water resources



In its responses, the Global Compact Office stressed that the Global Compact is a voluntary initiative and the Office has no mandate or resources to conduct investigations, but will promote 'dialogue'. As the campaign groups are already in 'dialogue' with Nestlé - and finding it unwilling to stop its violations of the Principles - Baby Milk Action asked the Global Compact Office to conduct the review of the communications cited in the provisions of the *Integrity Measures*. These give the Office the power to exclude companies and delist them from its website. The UN Global Compact Office refused to conduct the review and continues to post Nestlé's *Creating Shared Value* and other reports on its website and accepted Nestlé as a Patron Sponsor for its 10th anniversary summit in New York on Thursday 24 June 2010. The UN Global Compact Office stated in a telling phrase about the initiative:

"Of course, abuses of the 10 Principles do occur; however we believe that such abuses only indicate that it is important for the company to remain in the Compact and learn from its mistakes."

The Office has been asked for information on how Nestlé has 'learned from its mistakes' and has provided no further information, though a briefing paper has been promised. The Office admitted that not one company has been excluded from the initiative as a result of complaints being registered. Companies are only excluded if they fail to provide reports, misleading or not. A leading Global Compact officer has now been appointed a Nestlé Vice President, replacing the head of the company's anti-boycott team (page *).

Swiss refuse to communicate with Nestlé over OECD Guidelines breach

Baby Milk Action also submitted complaints to the UK and Swiss Government over Nestlé violating the *OECD Guidelines for Multinational Enterprises*, another voluntary initiative which backers claim make binding regulations unnecessary. The UK passed the buck to the Swiss Government which offered to promote 'dialogue'. Baby Milk Action asked it to request from Nestlé copies of its current infant formula labels and promotional materials so Baby Milk Action would not have to try to gather them from around the world - and be attacked if those on the market are 'out of date'. The Swiss Government refused and said it was closing the case with immediate effect.



Nestlé's latest global baby milk marketing scam

Nestlé continues to roll out its misleading marketing strategy around the world, claiming its baby milk *'protects'* babies, knowing that babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die. Despite thousands of emails, Nestlé is attempting to justify practices such as those shown below.



In the past Nestlé has referred to breastfeeding as the 'Gold Standard.' Its new campaign claims its formula is 'The new "Gold Standard" in infant nutrition' (left in Dubai), that 'protects' and reduces the 'incidence of diarrhea in the crucial first year of life' on leaflets distributed to health workers in Egypt (right).



Left: Nan 1 (infant formula) and 2 (follow-on milk) with almost identical packaging and protect plus claim - on sale in Santiago, Chile, November 2010.



The 'protect' logo is also used on complementary foods to be cross-promotional and is used in point-of-sale advertising, here in the Philippines in November 2010. While Nestlé refuses to stop these practices, Nestlé's Global Public Affairs Manager did eventually agree to stop point-of-sale promotions such as that in Malawi (left).



Shuffling around at the top of Nestlé

Baby Milk Action's Policy Director, **Patti Randall**, once more attended Nestlé's Shareholder meeting in Lausanne, Switzerland in April (right) where Greenpeace activists created havoc by abseiling through the ceiling (pg 22).



Paul Bulcke (right) took over the role of Chief Executive Officer of Nestlé from **Peter Brabeck-Letmathé** (right) who dismissed the majority of the shareholder criticisms as irrelevant to the company's legal obligation to maximize the return on the shareholders' investment. Brabeck warned against tying corporations up in a "regulatory straightjacket", saying this was unnecessary when corporations such as Nestlé already had sound principles and core values!



Patti challenged Nestlé on its health claims and 'Protect' logo, its lack of warnings on labels, its hopeless ombudsman system, its sponsorship and its marketing of junk food. Mr. Brabeck asked **Richard Laube**, Head of Nutrition to respond, acknowledging that she no longer trusted him.

Paul Bulcke was head of Nestlé Latin America and was credited with achieving impressive gains in the infant nutrition sector. So it is no surprise that under his rule Nestlé is continuing to dismiss our complaints.

Niels Christiansen ends tenure at head of anti-boycott team

Nestlé Vice-President for Corporate Affairs, **Niels Christiansen**, will retire at the end of 2010. Niels is credited within Nestlé ending the first Nestlé boycott in 1984, but the hollowness of the company's promises led to the second boycott in 1989. His attempts to make Nestlé look good since then have fuelled rather than the quelled the boycott - today, Nestlé is one of the four most boycotted companies on the planet according to an international poll by industry analysts GMI.

Neils launched 'monthly' **Code Action** reports in 1999, aiming to present Nestlé as code compliant, but these became an embarrassment and increasingly intermittent. After untrue allegations about us we demanded a right-to-reply which reached the global mailing list. As did apologies to government officials who complained about another of Neils' initiatives: a hardbound, gold-embossed book of letters presented misleadingly as official verification of Nestlé's supposed code compliance. We featured Neils on the cover of Update 31 (2002) appearing to pray for a miracle as yet another sponsorship deal - this time the **Hay Book Festival** - backfired. Farewell Niels.

● Nestlé's new Vice President is **Janet Voûte** - former Partnership Advisor to WHO with responsibility for the UN Global Compact and NCDNet (pgs 7, 16). We live in hope that Janet will stop her new colleagues at Nestlé from abusing human rights.





United Reformed Church backs boycott - despite Nestlé misinformation

Baby Milk Action welcomes the decision of the **United Reformed Church Assembly** on 4 July to continue to support the Nestlé boycott until such time that Nestlé makes the required changes to its baby food marketing. The Assembly referenced the FTSE4Good criteria which are similar to the four-point plan that Baby Milk Action put to Nestlé, calling on it to bring its policies and practices into line with World Health Assembly standards. The Assembly rejected a proposal to end the church's long-running support for the boycott.

Nestlé Vice President **Niels Christiansen** had earlier met with representatives of the URC, the **Methodists** and other churches at the **Churches Investment Group (CIG)** and assured them that Nestlé had changed its ways. Mr. Christiansen apparently claimed that the company investigates all reports of violations - but also said the last report from the International Baby Food Action Network (IBFAN) contained only two genuine violations, which speaks volumes about how dismissive Nestlé is of complaints.

Mr. Christiansen suggested that IBFAN continues to level criticism at Nestlé and other companies for the purpose of fundraising. IBFAN groups would be delighted if there were funds available for monitoring the industry, but the vast majority of people monitoring on the ground are volunteers and IBFAN has to charge for monitoring reports to help cover costs.

One of those present at the CIG meeting raised violations she had seen simply browsing the company's South African website. Mr. Christiansen said he would look into it. A representative of the Methodist Church said at the meeting that in his view the decision of the Methodist Church Central Finance Board to invest to 'change things from within' had been used by the company and misrepresented the Church's position. In fact, Nestlé has been asked by the Methodist Church several times to stop suggesting the decision to invest was because there were no longer concerns. Mr. Christiansen said, *'If that had happened, it was regrettable and would be looked into.'* He assured the URC that if it dropped the boycott and invested, Nestlé would not misrepresent the decision.

Baby Milk Action was not invited to brief the CIG meeting and was only able to meet with URC representatives two weeks before the Assembly when a resolution to drop the boycott had already been put on the agenda. The alternative Resolution actually adopted, continues support for the boycott until Nestlé changes policies and practices in line with the FTSE4Good criteria and will help keep the pressure on Nestlé to change. Mr. Christiansen is apparently retiring from Nestlé at the end of 2010 - but we hope his successor will look into it (see pg 18).

Mr. Henry Nastie explains Nestlé strategy



Spoof marketing guru Mr. Henry Nastie (played by Baby Milk Action's Mike Brady) gave a 2-minute lecture on the steps of Nestlé's UK HQ at the annual demonstration on 22 May 2010 explaining Nestlé's latest global marketing strategy. Although delivered in an awful Swiss accent, everything in the talk was true - though you won't hear Nestlé executives being so candid. Watch the film on youtube or Baby Milk Action's website. The next demonstration will take place on **Saturday 21 May 2011 at 11:00 in Croydon** (or Nestlé's new HQ if a rumoured move takes place).



International Nestlé-Free Week gathers strength

International Nestlé-Free Week went multi-lingual this year as bloggers took it on themselves to translate Baby Milk Action's press release.

The week continues to grow in strength in the US as a Halloween boycott of Nestlé, promoted on boonestle.blogspot.com

US bloggers organised a party on Twitter on the Sunday before the week began. This saw nearly 4,000 tweets on the day of the hour-long event posted to the #noNestle hashtag (go to twitter.com and search on the hashtag, which is still live). Some campaigners posted links to

resources, such as logos to download to stick to non-Nestlé candy on Halloween.

The plan for next year's event - **31 October to 6 November 2011** - is to start publicising the

International Nestlé-Free Week

A week for those who support the boycott to do more to promote it and for those who don't boycott to give it a go, at least for a week.

31 October - 6 November 2011

week well in advance so people who don't usually boycott know to be Nestlé-Free.

From comments on blogs and bulletin boards, once people hear about Nestlé malpractice and try a week using

alternative products, continuing to boycott seems natural.

Secrecy over Nestlé sponsorship of London Marathon

Nestlé sponsored the London Marathon in 2010 with its controversial *Pure Life* brand of bottled water. Only Nestlé water was available, creating a dilemma for runners who support the Nestlé boycott as they had to break their personal boycott or put their health at risk.

Baby Milk Action asked Virgin London Marathon for its sponsorship policy and a public statement on Nestlé's sponsorship. We were told:

Nestle will continue as one of the sponsors to the Virgin London Marathon next year (2011).



The London Marathon's sponsorship policy is confidential to the organisation of the event including the Race Director, CEO, Board of Directors and Trustees.

This is interesting as the Charity Commission guidelines on fundraising and sponsorship state:

Charities should be transparent about any relationship they have with a commercial partner and put in place the appropriate safeguards.

Charities should be particularly cautious as co-branding or closely associating the charity with a company can become problematic if the company is discovered to engage in unethical practices or criminal activity. Charities need to carefully research the commercial participator and should consider whether a partnership with the commercial participator is appropriate and in line with the charity's values and objects.

Any runners or spectators wishing to protest Nestlé's role as sole water supplier for the next London Marathon on **17 April 2011** can contact Baby Milk Action.



The four-point plan Nestlé rejects

- 1 Nestlé must state in writing that it accepts that the International Code and the subsequent, relevant World Health Assembly Resolutions are minimum requirements for every country.**

Nestlé's response to email campaign, July 2010: *"For your information, the World Health Assembly does not formulate marketing standards – rather it makes health policy recommendations to Member States. It is up to each Member State to determine how it implements these policy recommendations in their own country, according to their development goals and their social and legislative framework."*

- 2 Nestlé must state in writing that it will make the required changes to bring its baby food marketing policy and practice into line with the International Code and Resolutions (i.e. end its strategy of denial and deception).**

Nestlé dismisses virtually all reports of violations.

- 3 Baby Milk Action will take the statements to the International Nestlé Boycott Committee and suggest that representatives meet with Nestlé to discuss its timetable for making the required changes.**

Nestlé hasn't provided the statements.

- 4 If IBFAN monitoring finds no Nestlé violations for 18 months, the boycott will be called off.**

IBFAN continues to find systematic violations of the marketing requirements.

FTSE drafts revisions of FTSE4Good breastmilk substitutes criteria

From the documents regarding the Church Investment Group meeting, Baby Milk Action learned that FTSE has revised the criteria for breastmilk substitute manufacturers to enter its FTSE4Good ethical investment list. According to the CIG secretary, *"FTSE had recognised the bar had been set too high by excluding all manufacturers."* Companies are not excluded by default, but by failing to meet the requirements of the criteria. Indeed, FTSE4Good admitted one manufacturer in 2007, only for its Gerber baby food business to be bought by Nestlé, which has since launched aggressive marketing campaigns using the brand, in violation of the criteria.

The revised criteria still require companies to accept the validity of the World Health Assembly marketing requirements and says companies, *'must provide to the FTSE Breastmilk Substitutes Committee, on request, copies of all related marketing literature and product labelling.'*

This was exactly the request Baby Milk Action asked the Swiss Government to put to Nestlé in pursuit of our complaint of violations of the *OECD Guidelines for Multinational Enterprises*, but the Government refused (pg 16). Baby Milk Action will gladly help in assessing any materials that are made available to the Committee.



Nestlé Fairtrade KitKat added to boycott list

Nestlé announced in January 2010 that its four-finger KitKat bars would carry the Fairtrade logo, benefitting 6,000 farmers who gain about an extra £400,000 per year from the Fairtrade premium. Nestlé's has already received global publicity for this investment, a fraction of the price of the £43 million Nescafé UK advertising campaign running at the same time as the announcement. Nestlé Fairtrade KitKat involves just 1% of the cocoa Nestlé purchases, while the company is criticised for failing to deliver on its promise to end child slavery in the supply chain as a whole by 2006.

Baby Milk Action suggests chocolate lovers wanting a fair deal for farmers look to companies that are committed to Fair Trade and don't just use it for marketing purposes.

Nestlé's dodgy palm oil

In March, Greenpeace launched a report and 1-minute spoof advertisement highlighting that Nestlé was sourcing palm oil, used in Fairtrade KitKat and other Nestlé products, from Indonesia, where the industry is criticised for cutting down the rainforest. The clip showed a bored office worker biting into a finger of KitKat that was really the finger of an Orang-utan, endangered as the rainforest shrinks. Nestlé had the clip removed from youtube for a time, claiming breach of copyright and stated, "we have made a commitment to using only "Certified Sustainable Palm Oil" by 2015" - much the same as it promised to end child slavery in its cocoa supply chain within five years in 2001.

Greenpeace activists broke through the roof of the Nestlé shareholder meeting in April and in May announced victory after meeting with Nestlé executives. Nestlé's undertaking remains the same - it has a plan to source sustainable palm oil by 2015 - but Greenpeace reports, "*The Forest Trust (TFT) - an independent organisation we've worked with before - will be closely monitoring Nestlé's progress. In fact, TFT worked on the plan and will be making sure Nestlé stick to it.*"

How the boycott saved Divine chocolate

Body Shop was added to the Nestlé boycott list in 2006 after the late **Dame Anita Roddick** sold it to **L'Oreal**, part-owned by Nestlé. We raised concerns about the fate of Day Chocolate Company, manufacturer of Divine chocolate, part-owned by Body Shop. Dame Roddick asked us to hold adding this to the boycott list and managed to transfer the holding to the Ghanaian farmers cooperative, Kuapa Kokoo, giving it 47% ownership. The company continues to be 100% Fairtrade.



Create problems, solve them, make \$\$\$

While continuing to spend billions promoting the junk foods which make us obese, in 2011 Nestlé will create a new **Institute of Health Science** to develop foods that will 'treat and prevent illness' and 'improve health and prolong life.' Nestlé will bridge the 'divide between pure healthcare and nutritional food by researching ways to prevent diet-related diseases.' All part of its strategic change of direction to become a 'nutrition, health and wellness company'.



Nestlé MP sets up consultancy

The former MP covering Buxton, where Nestlé bottles water, stood down at the May General Election. **Mr. Tom Levitt** became notorious for defending Nestlé after receiving free tickets to the Wimbledon tennis tournament and Lords cricket matches, and an all-expenses-paid trip to South Africa - where he failed to notice Nestlé advertising formula in supermarkets, something that even its competitors labelled as a breach of the marketing requirements. Mr. Levitt refused to meet with Baby Milk Action.

Private Eye reported in February that Mr. Levitt had lined up a job as a paid advisor to Nestlé, which Mr. Levitt denied. If Mr. Levitt were to go on the Nestlé payroll, he would be following in the footsteps of past Nestlé apologists such as **Lord Nazir Ahmed** who became a Nestlé consultant two years after conducting an 'independent' investigation of Nestlé in Pakistan, which turned out to have been organised and funded by the company (Update 31).

For the time being Mr. Levitt has set himself up as a consultant operating under the name *Sector 4 Focus*. His pitch: *"Building on 13 years of Parliamentary experience, I offer bespoke training on lobbying and befriending local MPs and councillors. My specialist area of interest is in building partnerships between third sector groups and private businesses with a common mission."*

Nestlé sells Alcon, buys pizza

Nestlé completed its sale of its Alcon contact lens business to Novartis in January 2010, fuelling speculation that it would use the US\$ 39 billion in its bid to buy Cadbury's, a UK confectionery company. In the event, **Cadbury's was bought by Kraft** in an £11.7 billion takeover. Kraft partly financed the deal by selling its US frozen pizza business to Nestlé, which used US\$3.7 billion of its Alcon cash for the purchase.

Nestlé crashes BlogHer Conference

A conference for thousands of female bloggers took place in **New York** on 8 August. Blogging is big business in the States, with companies offering gifts for product endorsements by prominent bloggers. Last year Nestlé provoked a PR disaster when it invited parenting bloggers to a five-star Californian hotel, complete with celebrity chef. A storm erupted on the **Twitter** social networking site as people posted questions to be put to Nestlé executives over business malpractice and concerns were raised over conflicts of interest.

Nestlé's Twitter PR disaster was one of the issues scheduled for discussion at BlogHer - then it was announced at the last minute that Nestlé had been taken on board as a sponsor with its Stouffer brand. Several prominent Nestlé critics put their tickets to the event in the bin, but others decided to attend to shame Nestlé and call for BlogHer to implement an ethical funding policy.

- According to **PR Week** in February: *"Nestle received a 'positivity' score in social media of just 12 out of 100 in an audit by Yomogo Social Media Reputation"* and was recruiting yet another PR company to try to improve its image. It

has also set up **digitalthinktank** asking members of the public to help. **The ad.ly advertising agency also claimed Nestlé is amongst the companies paying celebrities US\$10,000 per tweet to say nice things about it.**

- In April best-selling children's recipe author **Annabel Karmel** ended her links with Nestlé after learning about Nestlé's baby food marketing practices.

- **We don't have money but we have supporters. Why not add our new Nestlé - Good Grief ! logo and jingle to online articles about the boycott?**





IBFAN Breastfeeding Calendar 2011

12 A4 full-colour photographs from around the world.
£ 7.00 each including UK postage and packing.
Order 10 or more for £ 6.00 each.

View the pictures in our online Virtual Shop
www.babymilkaction.org/shop



Saggy boobs and other breastfeeding myths

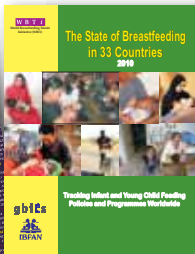
by Valerie Finigan Embroidered illustration by Lou Gardine
'Clever, beautiful, thoughtful, vibrant and artistic, this delightful book is a colourful guide debunking common breastfeeding myths.' The Mother Magazine.



Breastfeeding older children by Ann Sinnott

Drawing on child development theories and neuroscience research, archeological findings and anthropological opinion, this book explores the myths and reality surrounding this taboo practice.

Breaking the Rules - Stretching the Rules 2010 WBTI report on the State of Breastfeeding in 33 countries



Infant feeding and obesity

Our poster summarising the latest research has been fully revised

Baby at breast
t-shirt now in
Kiwi (green)

Diary dates: 2011

5 March: Baby Milk Action AGM.

21 May: Demonstration at Nestlé (UK) HQ in Croydon and other sites 11:00 to 12:00.

13 - 19 August: Ulverston breastfeeding festival.

Membership Offer

Become a member of Baby Milk Action with monthly or annual payments by credit/ debit card or PayPal and win a free gift.

