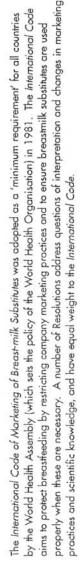
## U U U O Campaign

BABY MILK ACTION

November 2003

companies continue to market artificial foods in ways that undermine breastfeeding. According to UNICEF: "Improved breastfeeding practices and reduction of artificial The people responsible have names and addresses. You can help to stop them. feeding could save an estimated 1.5 million children a year." Yet baby food



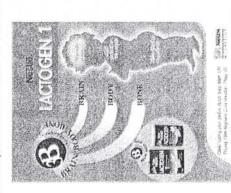
## Nestlé's idealising leaflets in Egypt and Vietnam

Background: The leaflets shown on this page were found in Egypt and Vielnam recently. They demonstrate how Nestlé idealises artificial infant feeding and undermines breastfeeding.

The International Code limits companies to providing scientific and factual information to health workers. Nestlé's leaflets idealise its infant formulas by, for example, suggesting they are The perfect Start....

Idealising leaflets with similar messages to these are sometimes found being given to mothers in health facilities. Nestlé claims they are intended for health workers only, but appears to produce and distribute them in bulk so they are passed on to mothers.

A suggested letter about these violations and the promotions to mothers in South Africa shown overleaf is given here to help you call on the man responsible for the malpractice to end it. Write to: Peter Brabeck-Letmathé CEO, Nestlé S.A., Av. Nestlé 55, CH-1800 Vevey, Switzerland. Fax: 41 21 924 2813.



This leaflet promotes Lategen 1 infant formula for brain, body and bone development. It was found in a clinic in Vietnam, but not all the text has been translated.



This leaflet found in Egypt, idealises Nan 1 intent formula it daiming: "The perfect START with guaranteed protein, fat, earbohydrates and beyond..."

You claim that Nestlé abides by the International Code of Marketing of Breastmilk Substitutes and that you personally investigate any hint of a violation.

Perhaps you can explain why Nestle is producing leaflets which idealise infant formula, such as its Lactogen 1 leaflet in Vietnam promoting the product for brain body and bone development and its Nan 1 leaflet in Egypt which claims the formula is The perfect \$7ART. As you know the Code limits companies to providing scientific and factual information to health workers, but these leaflets idealise artificial feeding and so undermine breastleading.

Article 5.5 of the Code states: 'Marketing personnel, in their business capacity, should not seek direct or indirect contact of any kind with pregnant women or with mothers of infants and young children.' In October 2003 Nestle was advertising in the media in South Africa: ''Hey mums, Nestle Blue Bear and the Baby-Care Friends are in town' and inviting mothers to 'an absorbing 15-minute talk on baby feeding.' Such practices ademonstrate Nestles disregard for the World Health Assembly marketing requirements.

I request you take action to stop this and other malpractice reported to you immediately.

was prompted in large part by the courageous stand taken ormer Nestlé-employee and whistle-blower Syed Aamar Raza gislation implementing the International Code and Resolutions. Background: Despite opposition from the baby food industry, principally Nestle, the Government of Pakistan has introduced who has not seen his wife and two young children since September 1999, as he fears returning to Pakistan). by former Nestlé-employee and

Resolutions, but it is a useful starting point for health comparigners in Pakistan. They are asking for help in calling on the Government authorities to produce the rules and regulations that go with the law as soon as possible and to ensure that the rules and regulations do not introduce further weaknesses. The law does not implement all the provisions of the Code and

Suggested letter to send to: Mr. Nasser Khan, The Federal Minister of Health, Pak, Secretariat, Block "C", Islamabad, Pakistan. Fax: #92 920290. Please send a copy to Baby Milk Action:



country international Nestlé boycatt which has coordinates the 20-**Baby Milk Action** provements to prompted some

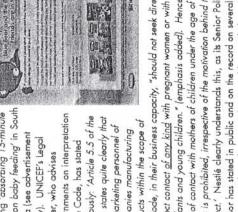
affuence to undermine controls on marketing activities. Monitoring shows Nestlé to be the ⇒ If you are boycotting Nestlé products, such argest single source of violations worldwide. Nestlé because it controls about 40% of the The boycott focuses world market in baby milks and uses its as Nescafé coffee, write and tell Nestlé marketing practices.

Nestle still has a way to go as products in the shops are not yet with the stickers and some products are being labelled for use from 5 months. We continue to monitor the situation. Nestlé is still refusing to make changes required by the Health Department in Hong Kong, saying 'consultations' are in rocess. In reality, the Department policy is already clearly From the end of June 2003 NO infant cereals in Bulgaria SINLAC advertisement was discontinued at the end of June. Many thanks to everyone who wrote to Nestlé about its broken promise over labelling of complementary foods. Nestlé's Senior Policy Advisor responded to a campaigner are recommended from four months. "From six months" stickers have been put on all products previously recommended from four months. It is confirmed that the defined as '6 months. process.

Assembly, from which your Ordinance draws inspiration, are important measures. They do not ban the marketing of breastnilk substitutes, but do prohibit all forms of advertising and promotion, limiting companies to providing scientific and factual information to health workers. In drawing up your rules we specifically urge you to ensure that baby food companies are not involved in the I welcome the adoption of the Ordinance for the Protection of Breastfeeding and Young Child Nutrition. I look forward to the publication of the rules and regulations required to put the Ordinance into effect so that the aggressive baby food marketing measures. The provision of company produced 'educational' materials and sponsorship of health workers, is also a concern as this undermines the provision of objective information to parents. Growth in the infant the infant feeding market in Pokistan can only mean thousands more infants being deprived of their mother's milk and facing illness and even death, leaving Pakistani families and health services with the burden of picking up these costs. Best wishes for your endearvours to prevent this happening. monitoring of the Ordinance. Many governments, anxious to build public confidence in mechanisms for ensuring food safety, have recognised the risks of such involvement and not included the industry. Article 11.3 of the Code requires companies to monitor their own activities independently of government. practices we hear about in my country can be challenged. The International Code of Marketing of Breastmilk Substitutes and the subsequent, relevant Resolutions of the World Health

## trust Nestlé You can't

alks on baby feeding' in South ackground: Why is Nestlé olding 'absorbing 15-minute governments on interpretation of the Code, has stated previously: 'Article 5.5 of the Code states quite clearly that the marketing personnel of companies manufacturing Africa (see advertisement below). UNICEF's Legal Officer, who advises



indirect contact of any kind with pregnant women or with mothers Advisor has stated in public and on the record on several occasions: "The only contact that I would say with the mother is through the label." The advertisement below and the baby clubs Nestlé runs in many countries show. Nestlé is not telling the truth of infants and young children." (emphasis added). Hence, any form of contact with mothers of children under the age of three years is prohibited, irrespective of the motivation behind the the Code, in their business capacity, "should not seek direct or See the letter overleaf to complain to Nestlé's Chief Executive Officer. contact.' Nestlé clearly understands this, as its Senior Policy

Campaign for Ethical Marketing November 2003

£15 waged, £7 unwaged. Tel: (01223) 464420. Fax (01223) 464417. E-mail: info@babymilkaction.org 23 St. Andrew's Street, Cambridge, CB2 3AX. Baby Milk Action's Web Site is at http://www.babymilkaction.org/ and includes an on-line shop. Join Baby Milk Action to receive our Update newsletter.