

## RESOURCE 9

This is a sample resolution for supporting the Nestlé boycott and the work of Baby Milk Action. A list of existing boycott endorsers is available from Baby Milk Action.

- This Union / Cooperative / Association, etc. notes:
1. that Nestlé currently violates the WHO/UNICEF *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant Resolutions of the World Health Assembly by promoting bottle feeding and undermining breastfeeding;
  2. that Nestlé controls about 40% of the world baby milk market and independent monitoring finds that it is responsible for more violations of the *International Code* and Resolutions than any other company;
  3. that Nestlé violations include promotion through health care systems (such as giving free supplies of breastmilk substitutes) which encourages mothers and health workers to favour bottle feeding;
  4. that baby milk is so expensive that poor people often overdilute it, leading to malnutrition in the baby, and that the expense contributes to family poverty;
  5. that difficulty in sterilising bottles, teats and water can lead to life-threatening infections;
  6. that UNICEF states that where water is unsafe a bottle fed child is up to 25 times more likely to die as a result of diarrhoea than a breastfed child and that reversing the decline in breastfeeding could save the lives of 1.5 million infants around the world every year;
  7. that breastmilk is free, safe and protects against infection;
  8. that mothers infected with HIV require independent and accurate information when making infant feeding choices, which the *International Code* and Resolutions aim to ensure, and that WHO has stated (1998 WHO Executive Board meeting): *"It is essential that we safeguard the gains that have been made in protecting breastfeeding, ensuring the survival of millions of infants."*;
  9. that Nestlé has exploited concerns about HIV in an attempt to excuse its marketing malpractice;
  10. that, as well as aiming to protect breastfeeding,

the *International Code* and Resolutions aim to ensure the safe use of breastmilk substitutes when these are necessary, by, for example, setting out labelling requirements;

11. that Baby Milk Action is the UK member of the International Baby Food Action Network (IBFAN) consisting of over 150 citizens' groups in over 90 countries and that IBFAN conducts independent monitoring of the baby food industry;
12. that a Campaign Against Nestlé, including a Boycott of Nescafé in particular, was re-launched in the UK by Baby Milk Action on 15 March 1989 (having been first launched in 1977 and then suspended in 1984).

This Union / Cooperative / Association, etc. believes:

1. that a consumer boycott is a peaceful and effective way of encouraging a company to behave responsibly;
2. that Nestlé should abide by the WHO/UNICEF *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant Resolutions in their entirety as a minimum requirement in all countries.

This Union / Cooperative / Association, etc. resolves:

1. to call on Nestlé to ensure that its policy and practice at every level in all countries conform to the WHO/UNICEF *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant Resolutions and to act swiftly to end all violations reported to it;
2. not to stock/sell Nescafé/Nestlé products;
3. to endorse and publicise the Nestlé boycott;
4. to contact Baby Milk Action for the latest information before drafting a resolution to end support for the boycott;
5. to affiliate to Baby Milk Action;
6. to support and publicise the work of Baby Milk Action and IBFAN.

## Resources

- **Nestlé's Public Relations Machine Exposed** - the background to the issue and answers to standard Nestlé responses. £0.50
  - **Latest Nestlé Briefing Pack** - Up-to-date information on the campaign, including press releases, recent editions of *Boycott News* and *Campaign for Ethical Marketing* action sheets and the above booklet. £2.00
  - **Baby Milk Action Pack**, includes the briefing pack plus more in-depth background information, posters, leaflets, badges etc. £6.00
  - **The Politics of Breastfeeding**. A powerful and
- provocative book by former Baby Milk Action coordinator, nutritionist Gay Palmer. An unrivalled source of information. £11.00 incl p&p
- **Breaking the Rules 2001**. The results of monitoring of the baby food industry around the world. £5.50 incl p&p.
- Contact Baby Milk Action for a full resources list and a merchandise catalogue or visit the website.
- Baby Milk Action, 23 St. Andrew's Street, Cambridge, CB2 3AX, UK.  
Tel: 01223 464420  
E-mail: info@babymilkaction.org  
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