

INFANT FORMULA

The Infant Nutrition Council and its members are committed to providing information that ensures the safe and appropriate use of infant formula to fulfil the nutritional needs of infants who are not breastfed.

This is demonstrated by:

- Continually investing in research, product innovation, quality control, education, outreach and public policy advocacy with the goal of optimising the nutritional value and safety of infant formula.
- Promoting safe preparation, handling and storage of infant formula – which is especially important
- Supplying, at the request of hospitals, ready-to-feed sterile product for premature infants and specialist formulas for babies in hospital neonatal intensive care units.
- Improving access to health care professionals to ensure they are provided with information about different infant formulas that is authoritative and up-to-date.
- Advocating for sufficient information through labelling law and policy to support informed choice by consumers at point of sale to enable them to select products that are suitable to the dietary needs of their non- breast-fed infant.

The Infant Nutrition Council is committed to working in partnership with government, regulatory authorities, health care professionals and breastfeeding advocates, to improve the health and wellbeing of infants in Australia and New Zealand.

The companies represented by the Infant Nutrition Council are:

- Bayer Ltd.
- Fonterra Co-operative Group Ltd
- H. J. Heinz Company Ltd
- Nestlé Ltd
- Nutricia Pty Ltd
- Wyeth Nutrition

Associate members:

- Dairy Goat Co-operative (NZ) Ltd
- Murray Goulburn Co-operative Co. Ltd

Breastfeeding provides babies with the best nutrition and is preferred whenever possible. Professional advice should be followed before using an infant formula. Introducing partial bottle feeding could negatively affect breast feeding. Good maternal nutrition is ideal for breast feeding and reversing a decision not to breast feed may be difficult. Infant formula should be used as directed. Proper use of an infant formula is important to the health of the infant. Social and financial implications should be considered when selecting a method of feeding.



Industry supporting both
Breastfeeding & Infant Formula

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BREAST MILK IS THE NORMAL WAY TO FEED A BABY.

The infant formula industry knows the value of good nutrition for infants and has spent many years studying the unique and unsurpassed benefits of breast milk.

There is no question that breast milk provides the best possible nutrition for infants and is important for baby's health. However, when a baby is not being breastfed, the only suitable and safe alternative is a scientifically developed infant formula.

Ensuring that the mothers of formula fed babies receive adequate and appropriate information while protecting the critical role of breastfeeding, is an important task for infant formula companies, health care professionals and government.

The Infant Nutrition Council is the key industry stakeholder in infant nutrition. It works with government and other constituents to support the public health goals for the protection and promotion of breastfeeding and, when needed, infant formula as the only suitable alternative.

The Infant Nutrition Council is committed to supporting both breastfeeding and infant formula.

BACKGROUND

The Infant Nutrition Council represents the interests of the infant formula industry in Australia and New Zealand which advocates optimal nutrition for all infants.

The Infant Nutrition Council's objective is to improve infant nutrition by supporting the public health goals for the protection and promotion of breastfeeding and, when needed, infant formula as the only suitable alternative.

MARKETING CODES

Infant Nutrition Council members are signatories to the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement 1992 (MAIF Agreement) and the Infant Nutrition Council Code of Practice for the Marketing of Infant Formula in New Zealand.

These agreements are the local applications of the World Health Organization International Code of Marketing of Breast Milk Substitutes (WHO 1981) (WHO Code) and prescribe how information about infant formula can be marketed.

Infant Nutrition Council members support the aim of the WHO Code which is:

"...to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast feeding and by ensuring the proper use of breast milk substitutes, when they are necessary, on the basis of adequate information and through appropriate marketing and distribution."

THE WORK OF THE INFANT NUTRITION COUNCIL

The Infant Nutrition Council engages with key stakeholders to support the public health goals of promoting breastfeeding and optimal nutrition for infants.

This includes:

- Encouraging the education of Health Care Professionals on formula products to ensure the information they impart is accurate and in the best interests of consumers.

- Supporting the rights of carers to make informed choices through access to correct and adequate information on breastfeeding and infant formula.
- Working with government and regulators to ensure that the local regulatory environment supports the benefits provided by global research and gives consideration to the impacts of global trade and harmonisation with international food standards.
- Providing information and assurance to public and government audiences through thoughtful, well presented, online information and research about breastmilk, breastfeeding, infant formula and infant nutrition.
- Collaborating with affiliated organisations around the world to drive best practice and address international issues.

BREASTFEEDING

The Infant Nutrition Council and its members are committed to proactively promoting the value of breastfeeding and improving breastfeeding rates.

This is demonstrated by:

- Contributing significantly to the understanding of the nutritional and other properties of breastmilk through research.
- Voluntarily self regulating marketing practices through adherence to the MAIF Agreement and New Zealand Code of Practice.
- Preparing informational and educational material that clearly communicates that breastmilk is the best nutrition for infants and reinforces the benefits and superiority of breastfeeding.
- Providing companies' care lines, websites and customer relationship programmes that actively encourage the benefits of breastfeeding through input from health care professionals.
- Manufacturing and recommending Breastmilk Fortifier products for use by healthcare professionals. These products provide additional nutrition to enable premature and low birth weight babies to continue breastfeeding.
- Encouraging ongoing support to employees to continue to breastfeed after returning to work.