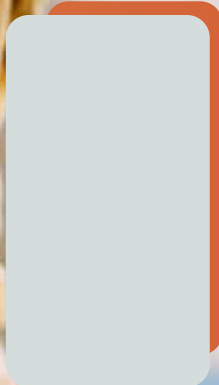


INFANT NUTRITION  
**COUNCIL**  
AUSTRALIA & NEW ZEALAND



Industry Supporting Both  
Breastfeeding & Infant Formula

# Breastmilk 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 breastmilk.

There is no question that breastfeeding is the normal way to feed an infant and that breastmilk provides the best possible nutrition. However, when an infant does not receive breastmilk, the only suitable and safe alternative is a scientifically developed infant formula product.

Ensuring that the parents and carers 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 stakeholders 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

As the trusted voice of the Australian and New Zealand Infant Formula and Toddler Milk Industry, the Infant Nutrition Council promotes optimal infant and young child nutrition. This includes support of the Australian and New Zealand Governments' public health goals for the protection and promotion of breastfeeding and, fair and science-based treatment of infant formula and toddler milk drinks.



Its membership is made up of global companies; well established local companies, manufacturers and ingredient manufacturers and suppliers.

All INC members abide by a Code of Conduct that provides direction on industry issues including the support of breastfeeding, food regulations and standards, food safety issues, and company representatives' conduct and activities.



## Collaborative Government Relations

INC has strong relationships with the Australian and New Zealand Governments, including key departments and agencies. It works in collaboration with government to protect the Australian and New Zealand brands, to support the public health goals for the protection and promotion of breastfeeding and, when needed, infant formula as the only suitable alternative.

INC is the contact point for government to connect with the infant formula and toddler milk drink sector. INC engages directly with governments in Australia and New Zealand to promote and protect the interests of the infant formula and toddler milk industry. It advocates for the industry in the development of policy, enforcement of regulations and the promotion of Australian and New Zealand exports to international markets.

## Strong International Relations

The Infant Nutrition Council has international relations that extend through Asia, Europe and Northern America. It is also a member of the International Special Dietary Foods Industries (ISDI). ISDI is based in Brussels, and represents the industry globally at Codex, World Health Assembly meetings and World Health Organization Executive Board meetings.

- INC works closely with ISDI and the Australian and New Zealand Codex contact points to ensure that international standards in infant formula regulation align as far as possible with Australian and New Zealand standards.
- INC also works closely with the China Nutrition and Health Food Association and the European Union Chamber of Commerce, China to support INC members export business to China.

INC's international reach influences and contributes important information back to INC members and the Australian and New Zealand Governments to complement the advocacy of INC's positions.





## Ability to Influence

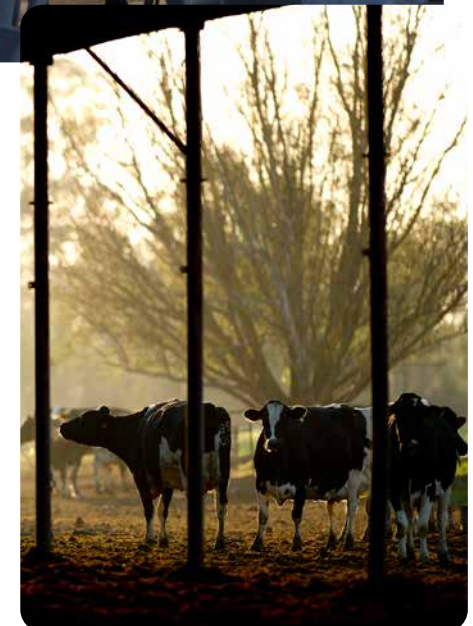
- 1 INC works to influence national, regional and international policy and regulation to support safety and quality, innovation, trade and harmonisation.
- 2 INC works with its members to develop a collective industry response to key consumer, policy and regulatory issues.
- 3 Through INC's relationships, members have the ability to influence at the international, regional, and national levels.



## Industry Best Practice

INC promotes industry best practice by upholding its own Code of Conduct for members and:

- Adhering to the local interpretations of the *International Code of Marketing of Breast-Milk Substitutes 1981* (WHO Code)
  - INC members are signatories to the *Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement 1992* (MAIF Agreement) and in New Zealand members have adopted *The Infant Nutrition Council Code of Practice for the Marketing of Infant Formula in New Zealand* (INC Code of Practice)
- Providing information for retailers on industry's marketing obligations under the MAIF Agreement in Australia and the INC Code of Practice in New Zealand.



## Trade and Market Access

INC provides export support to its members through a strong focus on:

- Coordinating Industry's voice to Australian and New Zealand Governments through the Trade and Market Access Committee (TMAC)
- Developing strong and collaborative relations with governments on export issues
- Identifying new market access opportunities for members and assisting current issues faced by the industry
- Ensuring that INC members have access to the latest information from the two governments to their respective national members about changes in regulations and emerging trends and
- Helping to shape sustainable cross border eCommerce from Australia and New Zealand.



## Scientific and Regulatory

INC provides scientific and regulatory resources through:

- Scientific and Regulatory Committee (SRC), made up of experts with wide ranging experience in the infant formula and toddler milk drink industry. This includes scientific and operational technical, research and regulatory expertise.
- The Scientific and Regulatory Committee provides INC members with a deep knowledge of the industry and access to global expertise through the participation of long-term industry players.
- The Committee provides advice about infant formula and toddler milk regulatory requirements and prepares industry's regulatory positions and submissions to government.



## Recognition and Trust

- INC is achieving balance in infant feeding discussions through promoting the scientific facts about breastfeeding, and where necessary infant formula, as the scientifically based alternative.
- INC aims to correct misinformation about infant nutrition reported in the media and advocates infant nutrition principles based on protecting and promoting breastfeeding and ensuring the proper use of breast milk substitutes.



## Membership

INC supports its members with tools, resources and a strong network, based on a shared vision and purpose.

There are two categories of membership: Ordinary and Associate. Ordinary membership is open to manufacturers and marketers of infant formula and toddler milk drinks and benefits include a seat on the INC Board. Associate membership includes access to membership of the SRC and TMAC. All membership applications are subject to Board approval.

Membership applications are available on the [INC website](#).

INC is committed to working in collaboration with governments, regulatory authorities, health care professionals and public health advocates, to optimise the health and wellbeing of infants and young children.

# Contact Us

Email [info@infantnutritioncouncil.com](mailto:info@infantnutritioncouncil.com)

## AUSTRALIA

+61 2 6273 8164

13b/16 National Circuit

Barton ACT 2600

## NEW ZEALAND

+64 9 354 3272

Datacraft House, 99-105

Customhouse Quay

Wellington 6011



[www.infantnutritioncouncil.com](http://www.infantnutritioncouncil.com)



Breastfeeding provides babies with the best nutrition and is preferred whenever possible. Professional advice should be followed before using an infant formula product. Introducing partial bottle feeding could negatively affect breastfeeding. Good maternal nutrition is ideal for breastfeeding and reversing a decision not to breastfeed 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.