

Annexure 10 – INC Policy - Best-practice Guidance for INC Members for the Marketing of Toddler Milk Drinks to Consumers

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Scope and background

Toddler milk drinks (regulated by FSC 2.9.3 as formulated supplementary foods for young children) are scientifically researched and formulated to supplement the nutritional needs of young children 1-3 years of age.

The nutritional composition of these products is not suitable to replace breastmilk for infants and unsafe as a sole source of nutrition. For this reason, toddler milk drinks are not breastmilk substitutes, but are supplementary foods especially suited to young children.

In Australia and New Zealand, toddler milk drinks are intended as an alternative to cow, sheep, goat or other commercial (i.e. non-human) milks in young children over 1 year of age to be consumed when energy and nutrient intakes may not be adequate.

Purpose of this document

The Infant Nutrition Council and its members support the public health goals that protect and promote breastfeeding through adherence to the MAIF Agreement in Australia and the INC Code of Practice in New Zealand. Marketing of toddler milk drinks is outside the scope of the MAIF Agreement and the INC Code of Practice.

The purpose of this document is to provide non-binding guidance to INC members on the distinguishing features of toddler milk drinks' marketing. INC members should be aware that this best practice guidance does not preclude other relevant laws or regulations pertaining to the marketing of toddler milk drinks in Australia or New Zealand.

Best Practice Guidance

- 1 In order to make clear that any advertisements for toddler milk drinks are for products which are intended for consumption by young children over 1 year of age, INC suggests that members consider including the following distinguishing features in any advertising or promotional materials for toddler milk drinks:
 - (a) use images of young children that are clearly identifiable as aged over 1 year and up to 3 years (toddlers) – for example, by depicting children with teeth, that can walk, have hair, suitable clothing, and are engaged in activities with behaviour that is consistent with that age group;
 - (b) where images involve the toddler consuming the toddler milk drink, use images that show toddlers drinking from a cup appropriate to that age group, and not using a baby feeding bottle or other accessories which might be more suitable to infants under 12 months of age;
- 2 Avoid any direct comparison of toddler milk drinks to breastmilk;
- 3 Clearly specify the intended age group, for example by stating the word “toddler” and/or the appropriate consumption age (e.g. “from 1 year of age”);
- 4 Avoid featuring images of Infant Formula or Follow on Formula products (e.g. pictures of tins of stage 1 or stage 2 products) on toddler milk drinks, as this could be considered inadvertent promotion of Infant Formula or Follow on Formula.