

Annexure 11 – INC Policy - Information for Retailers brochure

KEY FEATURES OF THE MAIF AGREEMENT

The following are some of the key obligations of manufacturers and importers of infant formula under the MAIF Agreement:

1. Manufacturers and importers of infant formula should not advertise or in any other way promote infant formula or follow-on formula to the general public.
2. Manufacturers and importers of infant formula should not provide samples of infant or follow-on formula to the general public (including pregnant women).
3. Manufacturers and importers of infant formula should not distribute to pregnant women, or parents of infants and young children, any gifts of articles or utensils which may promote the use of breast milk substitutes or bottle-feeding.
4. Informational and educational material produced by manufacturers and importers of infant formula (such as pamphlets or booklets) dealing with the feeding of infants should always include clear information on the benefits and superiority of breastfeeding (e.g. "Breastmilk is the perfect food for baby"); maternal nutrition, and the preparation for and maintenance of breastfeeding; the negative effect on breastfeeding of introducing partial bottle-feeding; the difficulty of reversing the decision not to breastfeed; and where needed, the proper use of proprietary infant formula. Where such materials contain information about the use of infant formulas, additional information is required.
5. Manufacturers and importers of infant formula must not idealise the use of infant formula through pictures and text on infant and follow-on formula or information and educational materials.
6. Manufacturers and importers of infant formula should not give financial or material incentives to health professionals to promote infant formula.
7. Manufacturers and importers of infant formula can provide information about the formulas to health care professionals, but should restrict the information to scientific and factual matters, and such information should not imply or create a belief that bottle-feeding is equivalent or superior to breastfeeding.

MAIF AGREEMENT SIGNATORIES

The manufacturers and importers of infant formula who are signatories to the MAIF Agreement in Australia (along with their leading brands) are:

- Abbott Australasia Pty Ltd
- Bayer Australia Ltd (Novalac)
- H. J. Heinz Company Australia Ltd (Nurture)
- Nestlé Australia Ltd (NAN)
- Nutricia Australia Pty Ltd (Karicare)
- Pfizer Australia Pty Ltd (S-26)

FURTHER INFORMATION

You can find a full copy of the MAIF Agreement on the Department of Health and Ageing website at www.health.gov.au/apmaif

CONTACT US

For further information or questions:

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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.



Manufacturers and Importers' Obligations for the Marketing of Infant Formula in Australia

Information for Retailers



Industry supporting both Breastfeeding & Infant Formula

Breastfeeding is the normal way to feed a baby and is important for baby's health and well-being.

The World Health Organisation and the National Health and Medical Research Council in Australia recommend exclusive breast feeding until six months of age, and then to complement with the appropriate introduction of solid foods up to two years of age.

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

THE MARKETING IN AUSTRALIA OF INFANT FORMULA: MANUFACTURERS AND IMPORTERS AGREEMENT (MAIF AGREEMENT)

The MAIF Agreement is a voluntary self-regulatory code of conduct between manufacturers and importers of infant formula in Australia.

It is based on the World Health Organisation International Code of Marketing of Breast Milk Substitutes (WHO 1981) and is Australia's official application of the WHO Code within the context of our legal and economic environment. Both the MAIF Agreement and the WHO Code have the same aim 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 MAIF Agreement was developed by the Australian government, the infant formula industry, breastfeeding advocates and other stakeholders and implemented in 1992.

MONITORING CODE COMPLIANCE

Compliance with the MAIF Agreement is monitored by the Advisory Panel on the Marketing in Australia of Infant Formula (APMAIF), a non-statutory body established by the Australian government.

Individuals, members of industry, community and consumer groups are able to lodge a complaint with the APMAIF Secretariat alleging a breach of the MAIF Agreement.

More information about APMAIF and the complaints process is available at www.health.gov.au/apmaif

APPLICATION OF THE MAIF AGREEMENT

The MAIF Agreement applies to the marketing and promotion of formulas for infants up to 12 months of age, by the Australian manufacturers and importers of infant formula who are signatories.

In relation to products, the MAIF Agreement applies to:

- **Infant formula i.e. formula that is suitable for babies from birth** (e.g. Starter, Stage 1 or All Ages infant formulas)
- **Follow-on formula i.e. formula that is suitable for babies from six to 12 months.**

The MAIF Agreement does not apply to:

- **Toddler milk drinks suitable from 12 months** (sometimes called Growing Up milks)
- **Complementary foods** (i.e. baby cereal and packaged baby foods)
- **Feeding bottles and teats**

MAIF AGREEMENT AND RETAILERS

Retailers are not signatories to the MAIF Agreement and are not bound by its terms. However, manufacturers and importers must not pursue or endorse promotional activities through retail channels unless those activities are allowed under the MAIF Agreement.

PRICE PROMOTIONS

Price promotion of infant formula (such as 'special prices' and discounts) is allowed. Certain aspects of the MAIF Agreement are authorised under the Trade Practices Act, but this authorisation does not extend to price restrictions. It is therefore open to manufacturers and retailers to price promote infant formula products in a similar manner to other products.