



# Supporting Industry to Ensure Best Practice

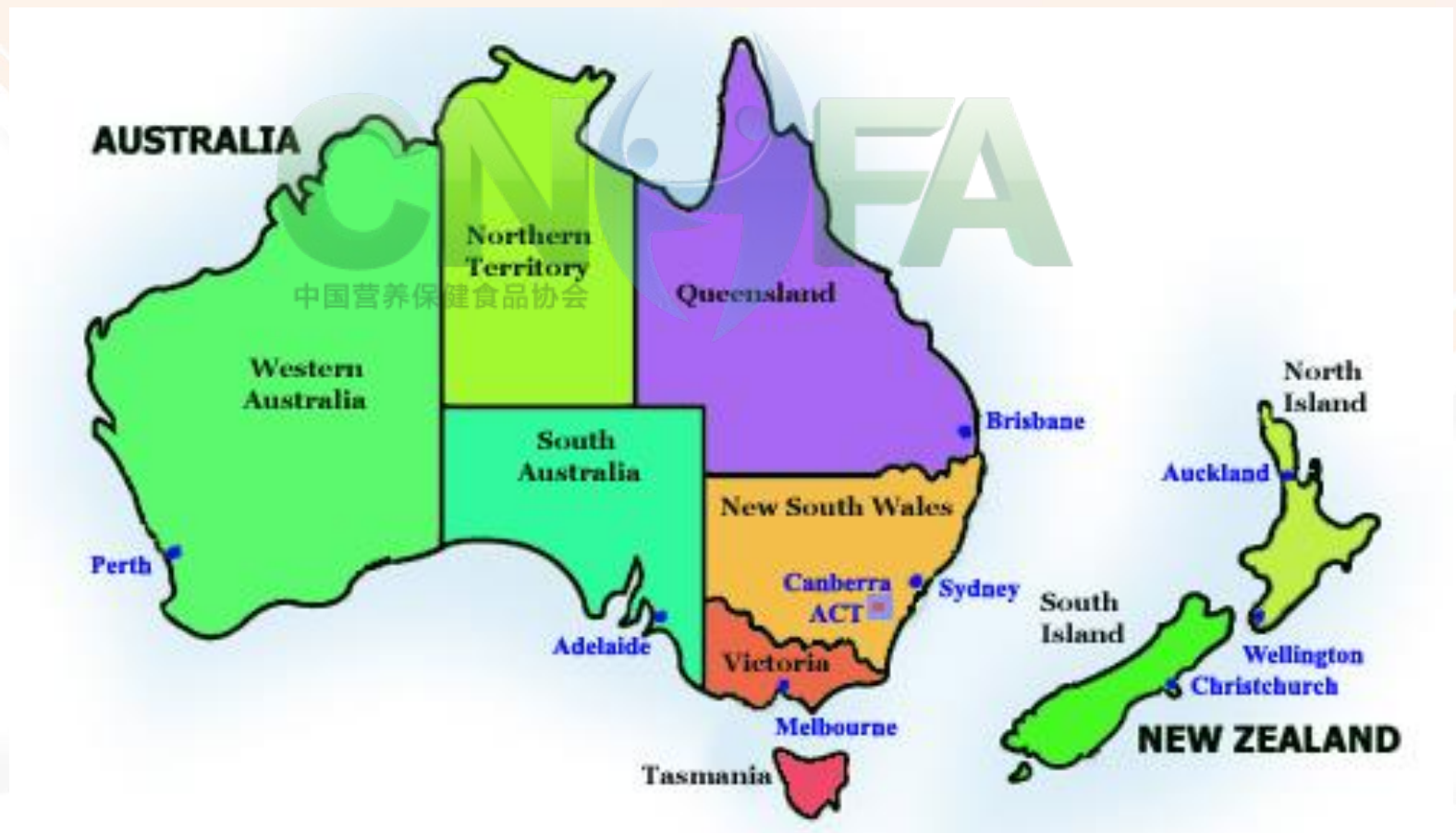
Jan Carey, CEO Infant Nutrition Council

China Special Food International Conference - Beijing - 1 November 2018

# The Infant Nutrition Council (INC)

The association for the infant formula and toddler milk drink industry in Australia and New Zealand

澳大利亚和新西兰婴儿配方奶粉行业协会



# The Infant Nutrition Council (INC)

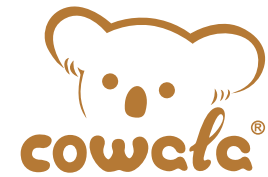
- Represents manufacturers, marketers, brand owners and associated companies such as ingredient suppliers

该协会代表着厂商，销售商，商家，以及诸如原料供货商之类的合作商

- Its members are responsible for over 95% of the volume of infant formula and toddler milk drinks manufactured, sold and exported to and from Australia and New Zealand

该协会成员负责95%以上在澳新所产，所售，以及出口的婴幼儿配方奶粉

# 41 Members



Adams Australia



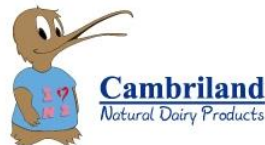
GrainCorp



australian dairy park



Dairy for life



# 41 Members



SPRING SHEEP  
— MILK CO. —  
New Zealand



**Nestlé**



中国营养保健食品协会



**Westland  
Milk Products**  
Hokitika • New Zealand

From our land to yours



HEALTH ▸ HYGIENE ▸ HOME



**WINSTON**  
NUTRITIONAL





# The Infant Nutrition Council (INC)

An industry association supports its members' to achieve best practice

Ensures confidence in the safety, quality and integrity of INC members' products

中国营养保健食品协会

Ensures INC members' have ethical marketing practices

# INC Code of Conduct

- Uphold the values of the INC, which are to be truthful, professional, ethical and accountable.

提倡该协会值得信任，专业，负有道义和责任的价值观

- Act in good faith and with due care and comply with the laws and regulations governing the manufacture and where applicable, the export of infant formula products

该协会将秉诚行事，尽心尽责，严格遵从有关生产以及婴幼儿配方奶粉出口方面的法律法规。

- Abide by the industry codes for the marketing of infant formula in New Zealand and Australia



# INC's keys to achieving industry best practice

## INC实现行业最佳规范标准

Compliance with laws and regulations governing the manufacture of infant formula products

遵守有关婴儿配方产品的法律和法规

Ethical marketing practices

合乎道德的市场营销

Extensive scientific and regulatory knowledge and expertise

广范而系统的专业知识和技能

Strong government relations

紧密的政府关系

Strong international relations

紧密的国际合作关系



INC's keys to achieving industry  
best practice

INC实现行业最佳规范标准

Ethical marketing practices

合乎道德的市场营销

中国营养保健食品协会

INC is committed to supporting both breastfeeding and infant formula

**INC**表示支持母乳喂养以及婴幼儿配方奶粉

## 1. Breast milk 母乳

or, when a baby is not given breast milk,  
或者，当婴儿没有在母乳喂养时，

2. Infant Formula 婴儿配方奶  
(the only suitable breast milk substitute)  
唯一合适的母乳替代品



**Marketing practices are in accordance with the World Health Organization's *International Code of Marketing of Breast-milk Substitutes 1981* (WHO Code)**

# Ethical marketing practices

## 市场道德规范

### ***International Code of Marketing of Breast-milk Substitutes (WHO Code) (1981)*** 国际卫生组织规定下的母乳替代品国际 市场推广守则

*“to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of Breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.”*

在获取充分信息和适当的市场推广基础上，通过保护和提倡母乳喂养以及在有必要时确保恰当使用母乳替代品，为婴幼儿提供安全充足的营养。

## INC raises awareness of industry's responsibility to protect and promote breastfeeding

婴幼儿营养协会提升了该行业在保护和提倡母婴哺乳方面的责任感

# The WHO Code in Australia and New Zealand

As signatories to the WHO Code, the Australian and New Zealand governments agreed under Article 11 :

- to take action to give effect to the principles and aim of the Code as appropriate to their social and legislative framework
- to be responsible for monitoring the effectiveness of the Code.

**Both countries have interpreted the WHO Code within the context of their legal and economic environment.**

中国营养保健食品协会

- **Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement 1992 (MAIF Agreement)**
- **The Infant Nutrition Council's *Code of Practice for the Marketing of Infant Formula in New Zealand* (INC Code of Practice)**

# Key obligations for INC members when marketing infant formula

## 婴幼儿奶粉配方市场推广中INC成员的重要义务

- Cannot advertise or in any other way promote infant formula to the general public.  
不可通过广告或其他途径推广婴幼儿奶粉配方
- When providing information about the formulas to health practitioners
  - 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.

在向保健医生提供配方相关信息的时候, 应该避免该信息在科学研究或者实际操作中产生问题。这些信息也不应使人误解人工喂养等同于或者胜于母乳哺养



# The MAIF Agreement

- Developed by the Australian government, the infant formula industry, breastfeeding advocates and other stakeholders and was implemented in 1992.
- The MAIF Agreement is a voluntary self-regulatory code of conduct between manufacturers and importers of infant formula in Australia who are signatories to the Agreement.
- Signatories are manufacturers and importers of infant formula
- All members of the INC who are marketing infant formula in Australia are required to be a signatory to the MAIF Agreement
- The MAIF Agreement applies to the marketing and promotion of formulas for infants **up to 12 months of age**.
- 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**



# Compliance with the MAIF Agreement

- Compliance to the MAIF Agreement is monitored by the Australian government through the Department of Health
- Anyone has the right to complain about infant formula companies' marketing
- The Department of Health receives complaints made against the MAIF Agreement
- They are submitted to the MAIF Complaints Committee to determine whether a breach has occurred.
- The members of the MAIF Complaints Committee are appointed by the Associate Minister for Health
- Breaches are published and companies suffer considerable reputation damage





# INC Code of Practice in NZ

- is a voluntary self-regulatory code of conduct which applies to the manufacturers and importers of infant formula who are members of INC.
- it applies to the marketing of infant formula products in NZ suitable for infants up to the **age of six months**.
- The INC Code of Practice 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**



## Compliance with INC Code of Practice

- Compliance to the INC Code of Practice is monitored by the New Zealand government through the Ministry of Health
- Anyone has the right to complain about infant formula companies' marketing
- The Ministry of Health receives complaints made against the INC Code of Practice
- Unresolved complaints are sent to the Compliance Panel to determine whether a breach has occurred.
- The members of the Compliance Panel are appointed by the Director of Public Health
- Breaches are published and companies suffer considerable reputation damage



# Extending the scope in NZ

- In December 2018 the INC will voluntarily extend the scope of the INC Code of Practice to include follow on formula products for older infants
- The INC Code of Practice will apply to the marketing and promotion of formulas for infants **up to 12 months of age.**
- The INC recognises that follow on formula products can be used as a substitute for breast milk when used as part of a weaning diet for older infants

## THE INFANT NUTRITION COUNCIL

CODE OF PRACTICE FOR THE MARKETING  
OF INFANT FORMULA IN NEW ZEALAND

Based on:

*The World Health Organisation International Code  
of Marketing of Breast-milk Substitutes (WHO 1981)  
(WHO Code)*

*Implementing and Monitoring the International  
Code of Marketing of Breast-milk Substitutes in New  
Zealand: The Code in New Zealand dated July 2007*

# INC supports WHO Code & member best practice

- INC Code of Conduct – members must “*not bring the INC into disrepute*” – WHO Code standards expected in export markets
- INC monitors members’ websites to ensure ethical marketing
- INC CEO provides advice to members on their marketing practices
- INC develops interpretation guidelines of the marketing codes for common understanding between stakeholders
- *Best-practice Guidance for INC Members for the Marketing of Toddler Milk Drinks to Consumers - 2018*
- INC CEO represents the industry codes on the MAIF Complaints Committee and the NZ Compliance Panel
- INC has its own Compliance Dispute Resolution Process

# INC Compliance Dispute Resolution Process

- As part of their membership commitment the INC members have agreed to abide by the Infant Nutrition Council's *Code of Conduct*.
- This includes seeking to resolve disputes between member companies concerning the industry marketing codes through the *Compliance Dispute Resolution Process* prior to taking legal or other external action.
- There are approximately 6 disputes between member companies per year, managed by the INC CEO
- In 10 years of operation there has been a 100% successful resolution of member disputes

# Former NZ Associate Health Minister & Minister for Food Safety – Hon Jo Goodhew

前新西兰卫生部副部长及食品安全局局长 Jo Goodhew



“...the Infant  
Nutrition  
Council Code  
sets a high  
standard for  
industry  
practice, both  
nationally and  
internationally”

February 2013

婴幼儿营养协会法典为该行业的海内外规则设立了一个高标准。

# What is at stake is the health and safety of the world's most vulnerable population

婴幼儿作为世上最脆弱的群体，他们的健康与安全  
问题往往是岌岌可危的



# SAVE THE DATE

**4-5 April 2018**  
**Melbourne, Australia**







Infant  
Nutrition  
Council

Industry supporting both  
Breastfeeding & Infant Formula

CNIFA

中国营养保健食品协会

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

[jancarey@infantnutritioncouncil.com](mailto:jancarey@infantnutritioncouncil.com)