Review of the Marketing in Australia of Infant Formulas: Manufacturing and Importers Agreement

Submission to Department of Health and Aged Care.

The MAIF Agreement is not fit-for-purpose and is failing to protect Australian infants and young children from the aggressive promotion of formula milk.

Commercially driven marketing practices are not new, but have become increasingly sophisticated, diverse, and powerful. Each year, worldwide, the formula industry invests more than $3.5 billion in advertising, lobbying, social media, and sponsorship of health professionals.

Dietitians Australia notes that formula marketing not the product itself (which has its place for women and parents who are not able or do not want to breastfeed), disrupts informed decision-making and undermines breastfeeding and infant health.

Dietitians Australia strongly advocates for the International Code of Marketing of Breast-milk Substitutes and subsequent World Health Assembly resolutions to be legislated as regulations and enforceable under Australian law

To read our recommendation, download our submission.

If you have questions about this submission, contact us at policy@dietitiansaustralia.org.au